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# Men's Preferences Among Selected Clothing Items

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# Men's Preferences Among Selected Clothing Items[1]

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## INTRODUCTION

This is the second preferences study directed to the problem of the competitive position of various fibers in selected articles of clothing.[2] Information about consumer preferences is helpful not only to those who are concerned with the problems of marketing the finished clothing products, but also to those who are concerned with the technical problems of improving fibers used in clothing, or with the design, manufacture, and fabrication of clothing. To a considerable extent, these preferences determine the final choice of the consumers, and consequently the ultimate use made of various farm products in these particular articles of clothing.

To obtain a picture of the preferences of men 16 years old and over in some of their most important clothing purchases, this survey was conducted to represent all men in the United States in this age group, excluding transients, those in institutions, and those in the armed services.

The findings reveal the relative preference that male consumers express for the competing fibers—cotton, wool, rayon, nylon, and their

[1] The results of a dual consumer preference study of men's clothing are presented in this report. All of the data were obtained from the same sample and in a single interview with each respondent. While the cotton portion of the study was financed with regular funds, the part having to do primarily with wool was financed as a part of the program under the Research and Marketing Act of 1946.

The Bureau of Agricultural Economics has assumed major responsibility for this study, with cooperation and advice from the Bureau of Human Nutrition and Home Economics, the Production and Marketing Administration, and the Southern Regional Research Laboratory at New Orleans.

[2] The first was entitled *Women's Preferences Among Selected Textile Products*, and was issued as U. S. Dept. Agr. Misc. Pub. No. 641, 1947.

mixtures [3]—in certain selected articles of clothing. Also shown are the beliefs men say they have regarding the advantages and disadvantages of each of the competing fibers in these garments. These beliefs, at times factually correct and at times incorrect, show the desirable and undesirable features consumers believe these fibers have for use in each of the selected items. Such information is of value to technicians and others who are concerned with the marketing of textiles as well as to those interested in improvement of the fibers (in either the raw or processed state), as a guide to research directed toward resolving some of the problems raised by the consumers. It may also be used in educational programs designed to correct certain misapprehensions that consumers may have.

Other findings indicate the characteristics of certain finished garments which men consumers consider important, and the sources of any dissatisfaction they say they have experienced with particular items of clothing. Such data are useful to those who manufacture garments and to producers of fibers whose products are used in the construction of the garments.

Information about the number of each of these selected items of clothing reported as owned by individuals and the person reported to be responsible for the actual selection of items, provides basic data regarding the consumption pattern for clothing in this country.

The following articles of clothing were selected for study in this survey:

Business (dress) shirts
Summer sport shirts
Wool shirts
Extra trousers (not a part of a suit)
Summer suits
Socks (other than work socks)
Underwear
Pajamas
Robes
Raincoats

These particular items of clothing were selected in consultation with the Bureau of Human Nutrition and Home Economics, the Production and Marketing Administration, and the Southern Regional Research Laboratory at New Orleans. They were chosen primarily because of interest in the competing fibers. Only owners of each of these items were questioned in detail about them, and in the case of pajamas, questions were asked only of the users.

The interviews were taken during a 6-week period, extending from the middle of May through June 1948.

## Design of the Sample

The sample used in this survey was designed to be a representative cross section of men in the United States who are 16 years of age or older, living in households. It is estimated by the Bureau of the Census that there were approximately 50½ million such persons when the survey was made.

The method of area sampling used in this survey is such that each household in the United States had an equal chance of being selected for study. Within every household selected, interviews were taken with all the men 16 years of age or older, except in households where

[3] Throughout this report the word "mixtures" is used to mean a blend of two or more fibers or a combination of yarns of different fiber content.

there were more than three men. In such cases, three interviews were taken.

The sample was designed to permit reporting the findings separately for men living in urban and in rural communities. It also permitted separate tabulations for the South and the rest of the country, and for United States totals. The South is defined here as the region comprised of Texas, Oklahoma, Arkansas, Louisiana, Mississippi, Alabama, Florida, Georgia, Tennessee, Kentucky, South Carolina, North Carolina, Virginia, West Virginia, Maryland, and Delaware. The rest of the country excluding the South will be referred to in the body of this report as the "North" because there is no other convenient appellation. Actually, it includes the Far West, the Mountain and Plains States, the Middle West and all the States not listed above as "South".

In all, 2,508 interviews were taken. This total number is not used as a basis for the percentages because of the necessity for differential weighting of the urban South, where a larger number of interviews in proportion to the total population had to be taken than in the rural South or in the North in order to give a group of sufficient size. Thus, when treated separately, the urban South is represented by 610 cases. When data from this region are combined with others to give national results, the figures from the urban South are weighted, thereby changing the total used as the basis for national percentages to 2,203 rather than the raw sum of the total number of men interviewed. For the sample as a whole, the chances are about two in three that technical sampling errors alone would not change the results more than 2.5 percentage points, and 95 in 100 that sampling errors have not affected the results more than 5 percentage points. For subsamples of 1,000 cases and 500 cases, accuracy of the sample at the 95-percent level is about 6 and 7 percentage points, respectively.

## Interpreting the Findings

On the whole, interpretations in the report are being left to those who wish to apply the findings of this study to specific problems.

In examining this report, the reader should keep in mind that the results represent the attitudes and information held by male consumers according to their statements. In some cases the information or beliefs they have may be conspicuously incorrect, but the fact that they hold particular beliefs about certain fibers or other aspects of an article is of considerable importance in itself; for these beliefs, regardless of how incorrect or distorted they may be, influence the men's selection and purchase of clothing items.

The explanations men give for not preferring certain fibers, for example, in many cases may represent attitudes only, based on no actual experience with the fiber. The viewpoint of this survey has been that it is important to know what these attitudes are, and perhaps even more important in cases in which they represent a consumer's reasons for never trying a given product.

In analyzing the comments of these consumers, an attempt has been made to preserve the terminology of the men themselves. The lists showing the features men say are most important to them in selecting a given item of clothing—a business shirt, for example—may

seem to those readers who are technically trained to contain many naive expressions, but these are the terms the men used in thinking of these items and it seems likely that the information will be more useful if it is kept as far as possible in the language of these consumers. During the interview itself every attempt was made to obtain a clear picture of the meaning each respondent attached to such general expressions as "good quality," "good material," "something practical", and numerous others. This accounts for the great detail in some of the tables, as men consumers vary considerably in the ideas they have in mind when using some of these general expressions. In this case also it seemed worth while to report their specific ideas, when feasible.

One of the problems in a study of this sort is to define the articles of clothing so that all the interviewed men have in mind the same article of clothing. Offhand, this may seem easy, but in the preliminary work on this study, it was apparent that terms common to the clothing industry did not always convey the same meaning to male consumers. Therefore, fairly detailed explanations were used to describe several of the items. The exact explanation used is indicated at the beginning of each section devoted to a particular item of clothing. It will be noted that in some cases the emphasis is on the function or use of the garment (as in the case of business shirts—"the kind of shirts men wear to business or to the office or to church"). It is possible that a man who does not happen to conform to usual custom as to the type of shirt he wears to the office may have been talking about another type of shirt when answering the questions about business shirts. Although every attempt was made to guard against such misunderstanding, it is possible that in a few instances it did occur.

In evaluating the comments made by the men, another fact that needs to be kept in mind is that their answers may reflect largely the recent experiences they have had. This is likely to be especially true in regard to the answers given to the questions about "the most important things to look for" in buying a particular article of clothing (as a business shirt, a summer sport shirt, etc.). A man who has been dissatisfied with the fit of the shirts he has been getting is probably more likely to mention that he considers a good fit important than one who has had no such trouble. Similarly, the reasons given for preferring a particular fiber, in some cases, may reveal a recent dissatisfaction a consumer has had with another of the competing fibers. This does not imply that the findings are any less useful, for it is worth while to find out what the men believe are the most important things to look for in buying particular items of clothing, regardless of whether these answers represent recent dissatisfactions or long-term considerations.

Further caution is suggested when interpreting the findings regarding the relative importance of price as compared with other factors influencing men's choice of clothing. Although price was mentioned infrequently in answer to the question about the most important things to look for in buying a given article of clothing, this cannot be taken as an indication of its relative importance. There is evidence that price does not affect the selection process at the same stage as do other factors, such as styling, size and fit, kind of material, and

so on. For example, the price range of clothing may be a primary determinant of the particular store to which a consumer goes: once he has found goods within a suitable price range, other factors (such as style, appearance, etc.) may assume far greater importance than small price differences in his final selection. In this study an attempt was made to compare the relative importance of fiber preferences and price, but in order to make this somewhat hypothetical situation meaningful to the individual, it was presented in terms of the price that he would expect to pay for a given article.

Note that only *owners* of a particular item of clothing were questioned in detail about that item. For this reason, the number of men on which the various percentages are based differs from one article of clothing to another. Information was obtained from each man interviewed as to his age, educational background, occupation, and income, so that it would be possible to investigate the relation between these factors and the preferences expressed. In each case, the men have been grouped into fairly broad categories for the sake of comparison—for example, into three groups representing educational background (attended grammar school, attended high school, and attended college). In the case of income, the respondent was asked several questions in order to obtain as accurate information as possible regarding his family's income during 1947.[4] All of the men were then grouped into three broad income classes, each including approximately one-third of the men interviewed, and designated as lower, middle, and upper income groups. The lower group includes those with annual family incomes of $2,460 and smaller, the middle group those with annual incomes of $2,461 to $3,659, and the upper group those with annual incomes of $3,660 and over.

Many of the findings have been analyzed in terms of age, education, occupation,[5] and income. When the sample is divided into these groups, no regional division has been preserved as the sample was not designed to permit such fine grouping.

Caution is advisable in interpreting differences in the preferences or attitudes held by men of different incomes, education, or age. Such findings merely indicate that a relation exists between income (or education or age) and preference, and do not necessarily mean that income (or education or age) differences are a cause of the variation in preference.

## SUMMARY OF MAJOR FINDINGS

***Ownership of selected items of clothing.***—Table 1 gives the percentages of men in the sample who said they owned any of the specified garments. When the sample is expanded in terms of the approximately 50.5 million men which it represents, the numbers are

[4] An attempt was made to make urban and farm incomes comparable by (1) adjusting the net urban income to a figure representing total family income before taxes are taken out, and (2) adjusting the gross farm income to a figure representing net farm income, with an adjustment for the quantity of food produced on the farm.

[5] Occupation codes were based on the "Alphabetical Index of Occupations and Industries" published by the U. S. Department of Commerce, Bureau of the Census.

as follows for the general classes of items without the detail furnished in table 1.

48 million men said they owned business (dress) shirts.[6]
33 million said they owned summer sport shirts.
24 million said they owned shirts of all wool, part wool, or both.
37 million said they owned extra trousers or slacks.
50 million said they owned socks other than work socks.
20 million said they owned summer suits.
29 million said they owned underwear of suitable weight for year-round wear.
21 million said they owned heavy underwear for winter use.
27 million said they used pajamas.
27 million said they owned lounging or bathrobes.
30 million said they owned raincoats.

These figures are subject to the same standard sampling error as described for the percentages in the previous section explaining the design of the sample. For example, in the case of summer sport shirts, 33 million is the most probable figure and the chances are 95 in 100 that the correct figure lies between about 30.5 and 35.5 million.

TABLE 1.—*Men who said they owned selected items of ready-made clothing* [1] *(based on replies from 2,203 men)*

| Item | Own | | Do not own | Not ascertained |
|---|---|---|---|---|
| | *Percent* | | *Percent* | *Percent* |
| Business (dress) shirts | | 96 | 4 | |
| Summer sport shirts | | 65 | 35 | |
| Wool shirts | | 48 | 51 | 1 |
| All-wool shirts | 30 | | | |
| Part-wool shirts | 12 | | | |
| Both all-wool and part-wool | 6 | | | |
| Extra trousers | | 74 | 26 | |
| Use same kind year round | 18 | | | |
| Use different ones in summer only | 55 | | | |
| Use extra trousers in winter only | 1 | | | |
| Socks (other than work socks) | | 98 | 2 | |
| Use same kind year round | 58 | | | |
| Use heavier socks in winter | 40 | | | |
| Summer suits | | 40 | 60 | |
| Underwear | | 100 | | |
| Use same kind year round | 58 | | | |
| Use heavier underwear in winter | 42 | | | |
| Pajamas | | 53 | 47 | |
| Robes | | 53 | 47 | |
| Raincoats | | 60 | 36 | 4 |

[1] These figures represent ownership of the items of clothing indicated as of June 1948, with 2 exceptions. The data on wool shirts show all the men who had owned one within the preceding 2 years; in the case of pajamas the findings represent *users* rather than *owners*.

[6] Both terms, business or dress shirts, were used by the interviewers, and the shirt was further described as "the kind of shirts men wear to business or to the office or to church." It should be noted that this description was phrased in terms of what men *wear* rather than in terms of the definition common to the men's clothing trade. It is possible that in some instances men who habitually wear another kind of shirt to the office or to church were answering the question in terms of a shirt other than one which would technically be defined as a "business or dress shirt."

***Fibers men said they prefer in each selected item of clothing.***—There was considerable variation in the replies as to the fibers the men said they prefer in the articles of clothing studied in this survey. Only owners of particular kinds of garments were questioned regarding their fiber preferences in those garments. In only three items, business shirts, underwear for year-round use, and pajamas, did more than half the owners agree on a preferred fiber. In these three items the majority preference was for cotton; about two-thirds of the business-shirt owners and pajama users said they favored it and more than 4 in 5 owners of underwear for year-round use said they preferred it. About 1 in 6 business-shirt owners stated a preference for rayon which was also preferred by about 1 in 8 pajama users.

A little more than one-third of the owners of summer sport shirts favored cotton while about one-fourth said they preferred rayon.

Almost half the owners of extra trousers or slacks for year-round use stated a preference for wool and about one-third favored fiber mixtures of which wool and cotton led.

Owners of extra trousers, or slacks for summer wear only, had less decided preferences. A little more than one-fourth said they favored wool and one-third gave a preference for mixed fibers—these being almost equally divided between mixtures of wool and rayon, wool and cotton, and cotton and rayon. A preference for rayon was expressed by 10 percent and about 16 percent voted for cotton.

Owners of socks for year-round use were almost equally divided in their fiber preferences between cotton, rayon, and mixtures, about one-fourth favoring each of the three. Two-fifths of those who owned socks especially for winter wear said they liked wool best for these articles. One-third stated a preference for fiber mixtures, with wool and cotton most often mentioned.

Among the owners of summer suits, a preference for wool was given by almost two-fifths, whereas a little more than one-third said they favored mixed fibers. Ten percent said they liked a wool-and-rayon mixture, 13 percent voted for wool and cotton, and 8 percent for cotton and rayon. Fewer than 10 percent stated a preference for cotton or rayon unmixed with other fibers.

Owners of underwear for winter use only, tended to favor cotton or a wool-and-cotton mixture, two-fifths giving cotton the preference and a slightly larger group voting for wool-and-cotton mixtures. Only 1 in 10 said they preferred wool alone.

Robe owners tended to favor wool, about one-third stating a preference for it. Cotton, rayon, and fiber mixtures were preferred by 13, 12, and 16 percent, respectively.

An average of about 10 percent of the owners of the various clothing items stated they had no fiber preference, this ranging from 3 percent of the owners of winter underwear and winter socks to 15 percent of the robe owners and 18 percent of the pajama users (table 2).

***Men's beliefs as to the advantages of each fiber.***—Although the fabric made from a particular fiber varies greatly from garment to garment, it is significant that the same reasons for preferring a particular fiber were stated repeatedly.

Tables 3, 4, and 5 are based on the number of owners of the various articles of apparel who stated a preference for cotton, wool, and rayon,

TABLE 2.—*Fiber preference as expressed among men who owned selected items of clothing*

| Fiber preferences | Business (dress) shirts | Summer sport shirts | Extra trousers for use year round | Extra trousers for use in summer only | Socks for use year round | Socks for use in winter only | Summer suits | Underwear for use year round | Underwear for use in winter only | Pajamas | Robes |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* |
| Cotton | 67 | 38 | 8 | 16 | 25 | 17 | 8 | 82 | 40 | 68 | 13 |
| Rayon | 16 | 26 | 2 | 10 | 24 | 3 | 7 | 4 | [1] | 12 | 12 |
| Wool | | 4 | 47 | 28 | 5 | 40 | 39 | [2] | 10 | | 32 |
| Mixed fibers | | 16 | 32 | 33 | 23 | 33 | 35 | 4 | 45 | | 16 |
| Wool and rayon | 2 | 7 | 8 | 2 | 5 | 10 | | | | | 2 |
| Wool and cotton | 2 | 17 | 10 | 4 | 22 | 13 | 4 | 45 | | | 7 |
| Cotton and rayon | 11 | 5 | 12 | 16 | 5 | 8 | | | | | |
| Other mixtures | 1 | 3 | 3 | 1 | 1 | 4 | | | | | 7 |
| Other fibers | 4 | [3] 3 | [3] 3 | [3] 5 | [4] 10 | [4] 3 | 3 | 3 | 2 | 1 | [5] 11 |
| No preference | 10 | 12 | 7 | 7 | 9 | 3 | 7 | 6 | 3 | 18 | 15 |
| Not ascertained | 3 | 1 | 1 | 1 | 4 | 1 | 1 | 1 | | 1 | 1 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 2, 123 | 1, 357 | 397 | 1, 211 | 1, 269 | 875 | 887 | 1, 279 | 917 | 1, 171 | 1, 167 |

[1] Men who wear heavier underwear in winter were not asked about rayon underwear.
[2] Men who use the same kind of underwear the year round were not asked about wool underwear.
[3] Expressed a preference for several fibers.
[4] Majority of these men expressed a preference for nylon.
[5] Some of these expressed a preference for one fiber in winter and another in summer.

TABLE 3.—*Reasons given by owners who said they prefer cotton in specified items of clothing* [1]

| Reasons given | Percentage of owners preferring cotton in— | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Business (dress) shirts | Summer sport shirts | Extra trousers for use in summer only | Socks for use year round | Socks for use in winter only | Underwear [2] | Pajamas | Robes |
| | *Percent* [3] | *Percent* [3] | *Percent* [3] | *Percent* [3] | *Percent* [3] | *Percent* [3] | *Percent* [3] | *Percent* [3] |
| Comfortable to wear | 21 | 52 | 65 | 53 | 70 | 60 | 55 | 47 |
| Durable—wears well | 28 | 20 | 16 | 34 | 20 | 16 | 15 | 8 |
| Nice appearance | 18 | 8 | 3 | 4 | 2 | ---- | 3 | 3 |
| Looks nice after being worn | 13 | 12 | 8 | 6 | 2 | ---- | ---- | 1 |
| Good laundering and/or cleaning characteristics | 43 | 38 | 35 | 16 | 15 | 18 | 17 | 22 |
| Price—good value for the money | 4 | 3 | 5 | 10 | 7 | 6 | 6 | 9 |
| Only kind ever worn | 8 | 4 | ---- | 4 | 6 | 13 | 13 | 9 |
| Can be worn year round | ---- | ---- | ---- | 2 | 1 | ---- | ---- | ---- |
| Miscellaneous | 3 | 2 | 3 | 4 | 4 | 3 | 2 | ---- |
| Not ascertained | 6 | 4 | 4 | 6 | 6 | 8 | 10 | 15 |
| Number of cases | 1, 425 | 511 | 197 | 318 | 150 | 1, 424 | 795 | 155 |

[1] The number of owners of summer suits and of extra trousers for use the year round who preferred cotton was too small for statistical significance.

[2] Men using heavier underwear in winter are combined with those using the same kind of underwear the year round in order to provide groups of sufficient size for statistical analysis.

[3] Percentages total to more than 100 because many gave more than 1 reason for preferring cotton.

respectively, in these articles. The tables give the reasons cited by owners for their fiber preferences.

Those who preferred cotton said they did so primarily because they thought it comfortable to wear. This explanation referred mainly to its coolness, particularly in extra trousers for use in summer, and summer sport shirts, and to its pleasant feeling next to the skin, especially in socks and underwear. Generally of next importance, to those who chose cotton, was its launderability—the belief that it can be washed safely, or more easily or more satisfactorily than the competing fibers. Factors having to do with durability and the belief that cotton wears well were third in order of mention by those who preferred this fiber.

Owners who expressed a preference for wool gave three main reasons, depending upon the garment. These involved factors of appearance and maintenance of appearance, durability, and comfort. Appearance factors were most frequently mentioned in connection with summer suits and extra trousers both for year-round wear and for summer use only. Reasons involving durability also ranked high among the answers regarding a preference for wool in these garments.

TABLE 4.—*Reasons given by owners who said they preferred wool in specified items of clothing* [1]

| Reasons given | Percentage of owners preferring wool in— | | | | | |
|---|---|---|---|---|---|---|
| | Extra trousers for use year round | Extra trousers for use in summer only | Socks for use in winter only | Summer suits | Underwear for use in winter only | Robes |
| | *Percent* [2] | *Percent* [2] | *Percent* [2] | *Percent* [2] | *Percent* [2] | *Percent* [2] |
| Comfortable to wear | 12 | 19 | 96 | 26 | 97 | 80 |
| Durable—wears well | 41 | 37 | 14 | 31 | 11 | 12 |
| Nice appearance | 16 | 20 | 2 | 18 | ------ | 7 |
| Looks nice after being worn | 62 | 72 | 2 | 71 | ------ | 5 |
| Good laundering and/or dry cleaning characteristics | 7 | 7 | 2 | 11 | 4 | 2 |
| Only kind ever worn | ------ | ------ | ------ | (3) | ------ | 2 |
| Can be worn year round | 9 | ------ | ------ | ------ | ------ | ------ |
| Warm enough for winter | 3 | ------ | ------ | ------ | ------ | ------ |
| Miscellaneous | 2 | 3 | 1 | 6 | 4 | ------ |
| Not ascertained | 3 | 1 | 1 | 3 | ------ | 9 |
| Number of cases | 187 | 341 | 351 | 342 | 92 | 368 |

[1] The number of owners of socks for year-round wear, business shirts, summer sport shirts, and pajamas, who preferred wool was too small for statistical significance. In addition, men who use the same kind of underwear the year round were not asked whether they preferred wool.

[2] Percentages total to more than 100 because many of the men gave more than 1 reason for preferring various items made of wool.

[3] Less than 1 percent.

TABLE 5.—*Reasons given by owners who said they preferred rayon in specified items of clothing* [1]

| Reasons given | Percentage of owners preferring rayon in— | | | | | |
|---|---|---|---|---|---|---|
| | Business (dress) shirts | Summer sport shirts | Extra trousers for use in summer only | Socks for use year round | Pajamas | Robes |
| | *Percent* [2] | *Percent* [2] | *Percent* [2] | *Percent* [2] | *Percent* [2] | *Percent* [2] |
| Comfortable to wear | 37 | 69 | 73 | 51 | 73 | 43 |
| Durable—wears well | 21 | 7 | 6 | 25 | 10 | 4 |
| Nice appearance | 42 | 31 | 23 | 43 | 11 | 51 |
| Looks nice after being worn | 11 | 12 | 30 | 10 | ------ | 9 |
| Good laundering and/or dry cleaning characteristics | 21 | 14 | 6 | 4 | 7 | 2 |
| Price—good value for the money | 1 | 1 | 2 | 2 | ------ | [3] |
| Only kind ever worn | ------ | [3] | ------ | 1 | ------ | 6 |
| Can be worn year round | ------ | ------ | ------ | 1 | ------ | ------ |
| Miscellaneous | 4 | 1 | ------ | 4 | 2 | ------ |
| Not ascertained | 6 | 4 | 5 | 6 | 11 | 10 |
| Number of cases | 339 | 357 | 119 | 299 | 145 | 141 |

[1] The number of owners of extra trousers for use the year round, socks for winter use, summer suits, and underwear, who preferred rayon was too small for statistical significance.

[2] Percentages total to more than 100 because many gave more than 1 reason for preference of rayon in various items.

[3] Less than 1 percent.

Comfort was most often given as a reason for preferring wool in winter socks, winter underwear, and robes. In speaking of comfort, men referred primarily to warmth in such items as robes and underwear. The most frequent comments regarding appearance in connection with summer suits and extra trousers were that wool holds a press or crease better than other fibers and does not wrinkle or "muss up" so easily.

Men who said they preferred rayon for summer sport shirts, extra trousers for summer wear only, socks for year-round use, and pajamas, most often cited elements of comfort such as coolness and pleasant feeling next to the skin as reasons for their choice. Appearance factors were mentioned by many who preferred rayon in socks, robes, extra trousers for summer wear, summer sport shirts, and business shirts. Durability factors ranked third in frequency of mention.

***Men's beliefs as to the disadvantages of each fiber.***—After a man had expressed a preference for a particular fiber, he was asked why he did not care for the other fibers of which the particular item of clothing is also made. From the explanations given, it is apparent

that men's beliefs regarding the comfort of each of these fibers are influential in determining their preferences and nonpreferences.

Among those owners of specific garments who said they preferred a fiber other than wool, the opinion that wool is too heavy—that is, too warm and uncomfortable—was the only important reason given. Depending on the garment, from slightly more than 50 percent to 82 percent of the owners who expressed a preference for some fiber other than wool gave this sort of reason. Except for winter socks, winter underwear, and possibly robes, the articles of apparel about which the survey was concerned were those primarily worn in warm weather (table 6).

Owners of various garments who said they preferred a fiber other than cotton gave a variety of reasons, depending on the garment. Among the owners of business shirts who indicated they did not prefer cotton, the most frequently mentioned reasons were the beliefs that (1) cotton shirts did not have a nice appearance or did not maintain a nice appearance, (2) that they were not comfortable, (3) did not launder satisfactorily, and (4) were not durable—in this order. For summer sport shirts, owners who said they did not like cotton most often said it was not comfortable and that it neither had nor held a nice appearance. Owners of extra trousers both for year-round and for summer use only, who preferred them made of a fiber other than cotton gave, as the leading reasons, their opinion that cotton trousers did not stay nice looking and did not have a nice appearance. Owners of socks for year-round use who did not prefer cotton most often said the same of cotton socks. Lack of comfort was given as a reason by about the same number but this was the leading and only important reason given for not liking cotton by the owners of winter socks. For summer suits, appearance factors were the only reasons given by a large majority of owners who did not care for cotton. They said cotton summer suits did not stay nice looking and did not have a nice appearance. Owners of winter underwear who preferred a fiber other than cotton said for the most part that cotton was not a comfortable fiber in these garments. Pajama wearers who did not care for cotton also gave leading place to its lack of comfort as a reason for their nonpreference. This reason, together with poor appearance, was likewise most often mentioned by robe owners who preferred robes made of a fiber other than cotton (table 7).

Reasons given for not preferring rayon varied more widely. Owners of the specified articles of apparel who said they preferred them made of some fiber other than rayon most often mentioned factors of comfort, appearance, laundering, and durability. Two main reasons were involved in regard to comfort—lack of warmth in apparel worn in winter and the tendency of rayon garments such as pajamas, underwear, robes, and summer sport shirts, to cling to the body and not stay in place. Owners of both business and sport shirts, extra trousers for both year-round and summer use, and summer suits, who disliked rayon because of appearance most often mentioned wrinkling or rumpling and not holding a press. Owners of shirts mentioned what they called poor laundering qualities of rayon more often than owners of other garments who mentioned this factor. Lack of durability ranked fairly high among reasons given by owners of shirts,

TABLE 6.—*Reasons given by owners who said they preferred a fiber other than wool in specified items of clothing* [1]

| Reasons given | Percentage of owners preferring a fiber other than wool in— | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Summer sport shirts | Extra trousers for use year round | Extra trousers for use in summer only | Socks for use year round | Socks for use in winter only | Summer suits | Underwear for use in winter only | Robes |
| | *Percent* [2] | *Percent* [2] | *Percent* [2] | *Percent* [2] | *Percent* [2] | *Percent* [2] | *Percent* [2] | *Percent* [2] |
| Not comfortable to wear | 79 | 52 | 81 | 78 | 60 | 82 | 78 | 65 |
| Does not have nice appearance | | | | 2 | 2 | | | 3 |
| Does not stay nice looking | | 4 | 3 | | | 3 | | 3 |
| Unsatisfactory in laundering | 2 | 3 | (3) | 4 | 8 | 2 | 9 | 4 |
| Not durable | | (3) | (3) | 1 | 4 | 1 | 4 | |
| Too expensive | | 7 | 3 | 3 | 7 | 5 | 9 | 6 |
| Cannot be used year round | | 9 | | | | | | |
| No objections to wool | 2 | 4 | 2 | 2 | 7 | 1 | | 4 |
| Unfamiliar with wool—have never worn | 4 | 3 | 1 | 3 | 2 | 3 | 3 | 6 |
| Miscellaneous | 1 | (3) | (3) | 1 | 2 | 1 | 1 | 1 |
| Not ascertained | 12 | 19 | 10 | 10 | 15 | 8 | 8 | 13 |
| Number of cases | 1, 129 | 175 | 739 | 1, 041 | 498 | 470 | 795 | 518 |

[1] The owners of business shirts, underwear for year-round use, and pajamas, were not asked why they did not care for wool as these articles are not ordinarily made of it.

[2] Percentages total to more than 100 because many mentioned more than 1 reason for not preferring wool in various items.

[3] Less than 1 percent.

TABLE 7.—*Reasons given by owners who said they preferred a fiber other than cotton in specified items of clothing* [1]

| Reasons given | Percentage of owners preferring a fiber other than cotton in— | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Business (dress) shirts | Summer sport shirts | Extra trousers for use year round | Extra trousers for use in summer only | Socks for use year round | Socks for use in winter only | Summer suits | Underwear for use in winter only | Pajamas | Robes |
| | *Percent* [2] | *Percent* [2] | *Percent* [2] | *Percent* [2] | *Percent* [2] | *Percent* [2] | *Percent* [2] | *Percent* [2] | *Percent* [2] | *Percent* [2] |
| Not comfortable to wear | 20 | 22 | 5 | 8 | 23 | 63 | 4 | 82 | 45 | 37 |
| Does not have nice appearance | 24 | 15 | 24 | 25 | 26 | 5 | 23 | ------- | 7 | 15 |
| Does not stay nice looking | 14 | 15 | 46 | 49 | 18 | 6 | 54 | ------- | ------- | 11 |
| Unsatisfactory in laundering and/or cleaning | 16 | 8 | 7 | 7 | 8 | 3 | 7 | 5 | 4 | 2 |
| Not durable | 13 | 5 | 11 | 6 | 13 | 11 | 6 | 4 | 3 | 5 |
| Too expensive | 1 | ------- | ------- | ------- | ------- | ------- | ------- | ------- | ------- | ------- |
| Cannot be used year round | ------- | ------- | 6 | [3] | ------- | ------- | ------- | ------- | ------- | ------- |
| No objections to cotton | 9 | 16 | 5 | 6 | 8 | 6 | 3 | 3 | 13 | 8 |
| Unfamiliar with cotton—have never worn | 3 | 3 | 5 | 4 | 2 | 2 | 11 | 2 | 3 | 13 |
| Miscellaneous | 3 | 2 | 1 | 1 | 2 | 1 | 1 | 2 | 4 | 1 |
| Not ascertained | 17 | 19 | 11 | 14 | 15 | 12 | 11 | 8 | 26 | 19 |
| Number of cases | 339 | 651 | 325 | 882 | 792 | 699 | 746 | 523 | 157 | 783 |

[1] The number of owners of underwear for use year round who preferred a fiber other than cotton was too small for statistical significance.

[2] Percentages total to more than 100 because many mentioned more than 1 important feature they looked for in buying these various articles.

[3] Less than 1 percent.

underwear, and socks, as a reason for not liking rayon. It should be noted that a sizable group of garment owners who said they preferred a fiber other than rayon had had no experience with rayon clothing. This ranged from 32 percent of summer-suit owners who did not prefer rayon to 9 percent who said they did not prefer summer sport shirts made of this fiber (table 8).

***Important features men said they look for in buying selected items of apparel.***—Owners of a few of the apparel items covered in this survey were asked what they considered the most important features to look for when buying each of these items.

Style and construction features (referring to particular shape of collar, length of sleeve in summer sport shirts, pocket style, etc.) head the list for both kinds of shirts, and in the case of summer sport shirts were emphasized far more than any other feature. The owners of business shirts also mentioned correct size and fit, and quality and kind of material (referring variously to fiber, weave, or good quality of material) almost as often as style features.[7]

The quality and kind of material (meaning fiber, weave, or simply "good material") used in extra trousers and summer suits was mentioned most often by the owners of these items of clothing, although comfort (primarily coolness) was brought up nearly as often by owners of summer suits (table 9).

***Who makes the selection at time of purchase of each of these items***?—The owners of each of the items in this survey vary considerably in the extent to which they said that they themselves select their own clothing. Summer suits and extra trousers are apparently more frequently selected by the men themselves than any other article of clothing. Robes and pajamas, on the other hand, are less likely to be selected by the owners, according to the survey findings. The other items range between these two (tables 39, 67, 101, 122, 146, 167, and 180).

When the owner does not select most of his articles of clothing himself, it is generally done by his wife, although in a relatively few instances it is done by someone else, or is a joint action of the owner and his wife, according to this survey. (Tables 39, 67, 101, 122, 146, 167, and 180.)

More detailed information will be found in the discussion of each item of apparel in the remainder of this text and in the corresponding tables in the appendix. Unless geographic regions are specified in these tables, they refer to the United States as a whole.

[7] So far as possible, in the process of analyzing answers, these general categories listed in table 9 have been made mutually exclusive so there is relatively little overlap. In cases where this was not possible, it is likely that there is overlap. Thus, men who mentioned quality and kind of material without elaboration may have had in mind the durability or laundering characteristics of such fabrics, while those mentioning durability without further explanation may have had in mind durability in laundering, sturdy construction features, and long-wearing fabrics.

TABLE 8.—*Reasons given by owners who said they preferred a fiber other than rayon in specified items of clothing*[1]

| Reasons given | Percentage of owners preferring a fiber other than rayon in— | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Business (dress) shirts | Summer sport shirts | Extra trousers for use year round | Extra trousers for use in summer only | Socks for use year round | Socks for use in winter only | Summer suits | Underwear for use year round | Pajamas | Robes |
| | *Percent*[2] | *Percent*[2] | *Percent*[2] | *Percent*[2] | *Percent*[2] | *Percent*[2] | *Percent*[2] | *Percent*[2] | *Percent*[2] | *Percent*[2] |
| Not comfortable to wear | 15 | 23 | 3 | 5 | 17 | 53 | 3 | 28 | 33 | 33 |
| Does not have nice appearance | 20 | 15 | 15 | 15 | 5 | 2 | 15 | ------- | 3 | 10 |
| Does not stay nice looking | 19 | 17 | 21 | 23 | 8 | 4 | 28 | ------- | ------- | 3 |
| Unsatisfactory in laundering | 18 | 16 | 3 | 5 | 2 | 1 | 5 | 4 | 6 | 3 |
| Not durable | 12 | 12 | 5 | 6 | 24 | 14 | 3 | 12 | 11 | 6 |
| Too expensive | 4 | 2 | 1 | 1 | 2 | 2 | 1 | 4 | 5 | 4 |
| Too feminine | ------- | ------- | ------- | ------- | ------- | ------- | ------- | 3 | ------- | ------- |
| Cannot be used year round | ------- | ------- | 4 | (3) | ------- | ------- | ------- | ------- | ------- | ------- |
| No objection to rayon | 3 | 6 | 6 | 6 | 9 | 5 | 3 | 4 | 2 | 6 |
| Unfamiliar with rayon—have never worn | 18 | 9 | 28 | 26 | 12 | 13 | 32 | 29 | 28 | 23 |
| Miscellaneous reasons | 3 | 2 | 1 | 1 | 1 | 1 | 1 | 5 | 3 | 1 |
| Not ascertained | 11 | 20 | 15 | 15 | 28 | 14 | 19 | 19 | 16 | 20 |
| Number of cases | 1,423 | 811 | 355 | 991 | 805 | 815 | 756 | 1,150 | 807 | 836 |

[1] Owners who use heavier underwear in the winter only were not asked why they did not care for rayon, as this type of underwear is not ordinarily made of rayon.

[2] Percentages total to more than 100 because many mentioned more than 1 reason for not preferring rayon in various items.

[3] Less than 1 percent.

TABLE 9.—*Important features men said they look for in selecting specified items of clothing*

| Features | Percentage of owners of each item of clothing | | | | |
|---|---|---|---|---|---|
| | Business (dress) shirts | Summer sport shirts | Extra trousers for use year round | Extra trousers for use in summer only | Summer suits |
| | *Percent* [1] | *Percent* [1] | *Percent* [1] | *Percent* [1] | *Percent* [1] |
| Style and construction features [2] | 52 | 63 | 46 | 42 | 40 |
| Correct size and fit | 48 | 33 | 38 | 35 | 30 |
| Quality and kind of material | 46 | 29 | 62 | 58 | 62 |
| Desirable color | 25 | 29 | 31 | 29 | 34 |
| Specific brand | 18 | 3 | ------- | ------- | 3 |
| Good laundering qualities | 17 | 13 | 6 | 11 | 4 |
| Inexpensive price—good value for the money | 13 | 6 | 9 | 7 | 7 |
| Good wearing qualities, durability | 13 | 5 | 18 | 12 | 10 |
| Good workmanship | 10 | 8 | 9 | 8 | 11 |
| Comfort [3] | ------- | 32 | 7 | 43 | 60 |
| Miscellaneous | 1 | 4 | 5 | 1 | 2 |
| Not ascertained | 3 | 4 | 2 | 2 | 2 |
| Number of cases | 2, 123 | 1, 357 | 397 | 1, 211 | 887 |

[1] Percentages total to more than 100 because many mentioned more than 1 important feature they look for in buying these various articles.

[2] The particular style and construction features mentioned are different for the various articles of clothing. For example, style and shape of collar was mentioned more often than any other by owners of business shirts, while style and appearance in general was mentioned more often than specific aspects of styling by owners of summer suits.

[3] The majority of references to comfort concerned the "coolness" of the garment—whether it was "comfortable to wear in hot weather."

## SURVEY FINDINGS

### Business or Dress Shirts [8]

***Ownership of business (dress) shirts.***—As was shown in table 1, 96 percent of the men in the sample said they owned at least one business shirt. As far as ownership of at least one such shirt is concerned, there is no statistically significant difference between urban and rural men in either the North or the South.

[8] Both terms, business or dress shirts, were used in the interviews, and the shirt was further described as "the kind of shirt men wear to business or to the office or to church." It should be noted that this description was phrased in terms of what men *wear* rather than in terms of the definition common to the men's clothing trade. It is possible, that in a few instances, men who habitually wear another kind of shirt to the office or to church were answering the question in terms of a shirt other than one which could technically be defined as a "business or dress shirt."

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When all those who own business shirts are compared on the basis of the number of shirts they own, however, a strong relationship seems to exist between number owned and location, occupation, and income.[9] In the United States as a whole, 47 percent of the men said they owned seven or more such shirts. Sixty-one percent of North urban men owned this many compared with 48 percent of those living in South urban communities. Among rural men, 33 percent in the North and 20 percent in the South said they owned seven or more such shirts. In regard to occupational groups in the United States, more than 80 percent of the professional men and more than 70 percent of the self-employed and of the white-collar workers reported owning seven or or more. Slightly fewer than half of those in skilled or semiskilled occupation reported owning this many. Only 15 percent of the farmers said they had seven or more business shirts. Although two-thirds of the men in the United States in the upper income group reported owning seven or more such shirts, only a little more than half of those in the middle income range and about one-fourth of the low-income men said they owned this many shirts. Men between the ages of 25 and 54 years were more likely to own seven or more business shirts than those younger or older than this age range (tables 10–13).

There is some interest in knowing how recently men have acquired business shirts because of their scarcity during the later war years and some of the quality characteristics of the shirts that were on the market in the immediate postwar period. The survey shows that most men have had experience with recently made business shirts. When the interviewing was done in June 1948, almost half the men said they had last bought a shirt since January of that year and 85 percent had bought since January 1947. It appears, therefore, that a very large majority of business-shirt owners had had experience with the newer shirts and probably were not speaking of wartime or immediate postwar output when they voiced their opinions about quality and fiber characteristics (table 14).

***Characteristics men said they consider most important when buying business shirts.***—When asked to describe the most important things they look for when buying a business shirt, the owners who were interviewed mentioned a considerable variety of characteristics, each citing four on the average. No limit was placed on the number they might mention; they were encouraged to discuss the matter fully. It was possible to group the characteristics they mentioned into nine major categories. Of these nine, by far the greatest importance was attributed to three that were mentioned by half or nearly half of the owners. The first involved style and construction features of which the shape and style of collar was the most often mentioned specific item. The second involved size and fit with correct size of sleeve and correct size of collar the specific items most frequently cited. The third leading category had to do with mate-

[9] For the purposes of comparison, the annual family income distribution for the United States for 1947 was divided into thirds—lower, middle, and upper. The lower third includes those with annual incomes of $2,460 and less; the middle third, those with annual incomes of $2,461 to $3,659; and the upper third, those with annual incomes of $3,660 and over. These three groups have been used for all comparisons based on income.

rials—with the particular weaves of cloth most often specifically mentioned.

I look first for the type of collar, whether long or short. I don't like them too long or they'll turn up on the ends—curl. I have trouble finding a sleeve length and shirt-tail length to fit me. They're all too short. And then the feel of the goods. I don't like too hard a finish or too closely woven goods; it's too hot.[10]

Owners of business shirts in all parts of the country named these three features most often. The only shift in order of importance of the three occurred in the rural North, where the owners referred to correct size and fit most often, and in the rural South, where the particular kind of material of which a shirt is made was said to be most important.

The remaining six general characteristics were mentioned by considerably fewer men. One-fourth of all the interviewed owners thought it important to look for a shirt having a desirable color or pattern, while from one-fifth to one-tenth mentioned the importance of a specific brand name, good laundering qualities, a low price, durability, and good workmanship. Generally speaking, about the same proportion of owners in the four regional subgroups mentioned each of these features. Among the few regional variations is the different emphasis on specific brand names. In both North and South, a higher percentage of urban than of rural men said they regarded the brand name of a shirt as an important point when buying. Finding a shirt of a desirable color or pattern was mentioned less often by owners in the urban South than in any other area, while this same group apparently considered good laundering qualities in a shirt considerably more important than did owners in the rural South (table 15).

Men of different income levels differ in the degree of importance they attribute to various characteristics. More of those with higher incomes mentioned the importance of style and construction features, correct size and fit, specific brand name, and good laundering qualities. More of those with lower incomes said it was important to look for a desirable color or pattern in a shirt (table 16).

Table 16 is based on an open question and the replies there represented indicate the relative salience of the different factors among business-shirt owners. In other words, they are the things which were prominent, to the fore, or salient, in the men's thinking when they were asked what were the important things for which they looked when buying a business shirt. It is often useful to employ a somewhat different measure of the relative importance of particular factors. This is done by means of specific questions or the use of a checklist, rather than by using an open question. The two methods yield different measures and supplement each other.

***Relative importance of six selected factors in men's buying of business shirts.***—In the case of shirts, this second measure of relative importance was obtained by means of a checklist. This list contained six factors or characteristics of business shirts that men had

[10] It is possible that many of the men were answering this question primarily in terms of their recent experiences. If a man had had difficulty recently in finding a shirt with the desired style of collar, or with the correct sleeve length, for example, it seems likely that he would be inclined to give more emphasis to this characteristic than if he had had no difficulty in finding just what he wanted.

mentioned most often in the pretest interviews. Each man was given this list and asked to choose the three characteristics out of the six which he considered most important when buying a shirt of this kind.[11] This method is not so comprehensive as the open-question method and gives no measure of relative salience but it does give a more precise measure of the relative importance of the characteristics *on the checklist.*

When looking at this list of six characteristics, 7 out of every 10 owners of a business shirt chose two: "Fits well," and "stands washing well." In contrast to these, no other characteristic was selected by more than half the owners. Finding a shirt that "is made of material that wears well," and one that "has the shape of collar you want," were the third and fourth choices, while a shirt that "is well made" and one that "is a certain brand" were considered least important of the six.

Relatively minor differences appear among the four regional subgroups in the degree of importance they attributed to these six items. Somewhat fewer owners in the urban North than in any of the other subgroups chose "stands washing well," while more of this same group thought "the shape of collar" important. A shirt that is "well made" was selected more frequently by owners in the rural South than in any other subgroup. Brand name was apparently more important to urban than rural men, although it is regarded as the least important of the six items by all four subgroups (table 17).

Owners of business shirts who are in the upper income group attributed considerably greater importance to the "shape of collar" and the "brand name" than did the owners in the lower income group who, on the other hand, placed relatively more emphasis on "stands washing well" than did the upper income group (table 18).

A comparison of these findings with those obtained by use of the question described in the previous section (asking the owners to mention spontaneously what they considered most important to look for in buying a shirt) reveals two points of difference: (1) An increase in the frequency with which each of the items on the checklist is chosen and (2) some shifts in the relative importance accorded these six factors. It is to be expected that any one characteristic would be mentioned by fewer men in answer to the open question than in response to the checklist, as the list limits the possible range of answers. This is actually the case with every item on the checklist, although the difference in the case of brand name is extremely small. Eighteen percent of the owners mentioned spontaneously the importance of looking for a particular brand, while 22 percent chose this item on the checklist. Such relatively close agreement suggests that brand name is prominent in the thinking of those to whom it is of any importance.

The shifts in the relative importance accorded these six factors are doubtless due to the difference in the two kinds of questions. "Laundering qualities," for example, was given second place by the checklist answers but rated sixth as shown in table 15, which is based on the open- or discussion-type question. This may be partly accounted for by the fact that it was being compared with fewer factors on the check-

[11] The order of items in the list was systematically varied so that it would not produce any distortion in the results.

list. It is also the kind of thing that men are not so likely to think of spontaneously. This change in relative position indicates that the factor of laundering qualities is not so prominent or salient in the thinking of shirt owners as are some other characteristics, but that when reminded of it, they do consider it of considerable importance. Changes in the relative position of the other factors, as shown by comparing the data in tables 16 and 17, can be interpreted in the same way.

Both types of findings have their usefulness; the answers to discussion questions indicate the range and variety of factors that are prominent in the thinking of business-shirt owners, and the choices on the checklist indicate the relative importance of the specific factors included in it.

***Complaints men made about the business shirts they have had.***—Half the interviewed owners of business shirts said there have been some things about the shirts they have had that they didn't like. This is true in the urban and rural North and the urban South. The exception is among men in the rural South who in general offered fewer criticisms than did those in other parts of the country (table 19).

Shirt owners who expressed any dissatisfaction mentioned a wide range of complaints. Criticisms cited most frequently had to do with factors of size and fit, which were referred to by half of the complaining owners. Specific criticisms involved sleeves that were not of proper length, tails that were short and skimpy, and poor fit of the shirt body. More men in the rural North who criticized their business shirts voiced complaints about size and fit than men in any other part of the country. Style and construction features were next most often criticized by approximately one-third of those who expressed dissatisfaction. These men most frequently complained about the shape of shirt collars and their tendency to curl instead of lying flat and smooth (table 20).

In evaluating the dissatisfaction with size and fit, it is appropriate to raise the question of whether these men knew the size of shirt they should wear, for if they did not, it would not be surprising if they sometimes acquired a shirt that didn't fit well. Accordingly, these men were asked their own shirt size. About 98 in 100 business shirt owners gave a collar size but about one-fourth did not give a sleeve length, some remarking that they didn't know shirts came in different sleeve lengths. About four-fifths of the urban men in both the North and the South gave both collar and sleeve sizes but only a little more than three-fifths of the rural Northern and half the rural Southern owners of business shirts did so (table 21).

Among the men who voiced complaints about their business shirts, 50 percent mentioned items classified under the general category of "size and fit," while 18 percent specifically cited poor fitting sleeves (table 20). About one-fourth of those who complained generally about "size and fit" were unable to state both their collar and sleeve size whereas one-third of those who specifically mentioned trouble with sleeve lengths could not give both collar and sleeve sizes. As nearly all shirt owners could give their collar sizes, this indicates that lack of knowledge of sleeve sizes contributes to dissatisfactions men have had with the fit of shirts. This indicates also that more attention by retail salesmen to the proper sleeve length when fitting their

customers with shirts would materially reduce consumers' dissatisfactions (table 22).

Income level has little relation with the kinds of complaints owners have, according to this study. In general, men in the three different income groups expressed the same dissatisfactions with the shirts they had had and gave them approximately the same emphasis.

***Fibers men said they prefer in business shirts.***—Two-thirds of the owners of business shirts said they prefer a shirt made of cotton, while in the urban South an even higher percentage of shirt owners (77 percent) expressed a preference for this fiber. Rayon was preferred by 16 percent of the owners in the country as a whole, and was more frequently chosen in the rural North than in any other area.[12] Ten percent of the owners said the fiber of which a shirt is made makes no difference to them (table 23).

More of the shirt owners who had been to college, had higher incomes, were employed in professions, and were in the middle age groups expressed a preference for cotton than did those with grammar-school training, lower incomes, employed as farmers or unskilled workers, and in the younger or older age ranges. Conversely, a larger percentage of these latter groups stated a preference for rayon. In spite of these differences in emphasis, however, cotton was always the fiber most often preferred regardless of education, income, occupation, or age (tables 24–27).

***Beliefs men said they have about the advantages and disadvantages of each of the fibers.***—Shirt owners who stated a preference for either cotton or rayon were asked why they preferred that fiber. The groups gave the same kinds of reasons for their preferences, the only difference being in the percentages mentioning specified reasons.

Among those who said they preferred cotton business shirts, laundering characteristics were most often given as a reason. Durability and comfort were mentioned in second and third place, respectively, with appearance ranking fourth.

They wash the best and look crisp and clean, and iron nicely. Also, a public laundry can't hurt cotton as easily as rayon; it doesn't require such careful handling.

Cotton is cool for summer and OK in winter. It launders well—no glazed look about it after laundering. And I just like the feel of a cotton shirt next to my skin.

Those who liked rayon business shirts, however, most often mentioned appearance factors, with comfort in next place as a reason for their preference. Laundering characteristics and durability ranked next, being mentioned by an equal number (table 28).

Rayon looks neater. I like shirts to have a shine after laundering. They stand out more with a suit than cotton does.

[12] Only these two fibers were specifically named in the question, but the possibility of naming any other fiber (or combination of fibers) was suggested. The question was worded, "In buying a business (dress) shirt, would you rather have one made of cotton, or one made of rayon, or something else?"

It should be kept in mind that answers to this question indicate preferences only. If a man has a preference for cotton business shirts, this does not mean he wears or owns only cotton shirts. Of if he prefers rayon shirts, this does not mean that all of the business shirts he has are made of rayon.

It's more comfortable; you can feel much cooler in the summer. I like the kind of silky feeling it has, too.

To get as full a description as possible of what men did not like in the two fibers, those who expressed a preference for cotton were asked what they did not like about rayon business shirts. Those who said they preferred rayon were asked why they did not like cotton.

Men who objected to rayon said they did so because of appearance factors, laundering characteristics, comfort, and durability, in that order. However, one-fifth of them said they were unfamiliar with the characteristics of rayon business shirts. Only figures for the country as a whole are given because there were no significant regional differences.

Those who liked rayon seemed similarly interested in appearance factors and said cotton shirts did not look dressy, were likely to wrinkle, and did not hold their shape. It is interesting that advocates of cotton on the other hand, said that rayon shirts were too glossy and shiny, too dressy, wrinkled quickly, and lost their shape upon wearing. In regard to comfort, those who preferred rayon said that cotton was not cool and did not feel good next to the skin. On the other hand, those who said they preferred cotton and who mentioned comfort claimed that rayon shirts did not stay in place, did not absorb body moisture, and clung to the body. Those who gave a preference for rayon shirts and cited laundering characteristics as a reason said that cotton did not look well after washing, had a tendency to shrink, and did not stand up well in the laundering process. On the other hand, men who preferred cotton shirts gave almost the same reasons for not preferring rayon. Almost the same percentage of the advocates of each fiber said the nonpreferred fiber did not wear well (tables 29–30).

The principal reasons given by men for preferring or not liking each of these fibers in business shirts may be conveniently summarized in the following way.

Among the business-shirt owners who said they preferred cotton over rayon—
- 43 percent said it has better laundering qualities.
- 28 percent said it has better wearing qualities.
- 21 percent said it is more comfortable.

* * * * * * *

- 20 percent said rayon does not have as nice an appearance.
- 19 percent said rayon does not stay as fresh looking.
- 18 percent said rayon is less satisfactory in laundering.

Among those business-shirt owners who said they preferred rayon over cotton—
- 42 percent said it has a nicer appearance.
- 37 percent said it is more comfortable.
- 21 percent said it has better wearing qualities.
- 21 percent said it has better laundering charcteristics.

* * * * * * *

- 24 percent said cotton does not have as nice an appearance.
- 20 percent said cotton is less comfortable to wear.
- 16 percent said cotton is less satisfactory in laundering.

***Relation between the kinds of business shirts men have worn and the fibers they prefer.***—At this point, the question may well be raised as to whether a man's past experience with certain fibers influences his present preference. To throw light on this question, the

owners of business shirts were asked which fibers they had worn in these shirts within the last 2 years.[13]

Ninety percent of the interviewed owners reported they had worn business shirts [14] made of cotton within the last 2 years, 36 percent reported they had worn shirts made of rayon, 1 percent reported they had worn shirts made of mixed fibers, 2 percent didn't know the fiber content of their shirts, and 1 percent of the men did not answer this question (table 31).

There were no appreciable differences between North and South, urban and rural, and between different income groups.

Table 32 shows that among those men who had worn cotton shirts within the 2 years preceding June 1948, 72 percent said they preferred this fiber, 14 percent indicated a preference for rayon, and 9 percent said they had no preference. These cotton-and-rayon-preference percentages are not significantly different from those expressed by all business-shirt owners as shown in table 23. But among men who had worn rayon shirts within the 2 years, both the preference percentages differed markedly from those expressed by all business-shirt owners. While 72 percent of those who had worn cotton shirts said they preferred cotton, 44 percent of those who had worn rayon shirts said they preferred rayon. Also among those who had worn cotton, 14 percent said they preferred rayon while 39 percent of those who had worn rayon shirts preferred cotton. The percentage that gave no preference was about the same. It is to be remembered that many of these men have had experience with cotton as well as rayon shirts, whereas the reverse is not true to any considerable extent.

Table 33 shows even more specifically the relation between experience with a fiber and preference for it in business shirts. Well over four-fifths of the men who had worn only cotton shirts within the 2 years said they preferred that fiber. Just about the same percentage of those who had worn only rayon shirts during this period expressed a preference for rayon; but this figure, of course, is not so accurate as that for the cotton preference because of the relatively small number of men who had worn rayon shirts only. More than one-third of shirt owners had had experience with *both* cotton and rayon shirts within the 2 years before June 1948. Of these, a little more than half expressed a preference for cotton, slightly less than one-third said they preferred rayon, and 12 percent said they had no preference. This would seem to indicate that those who have had experience only

[13] The question used was, "Within the last 2 years, have you worn a (dress) business shirt made of cotton, rayon, or a mixture?" It was limited to the 2 years just preceding the interview because memory was involved and because this period would exclude wartime and immediate postwar years, when the kinds of shirts, and materials in them, differed from the shirts available later. However, some shirts worn within the last 2 years may have been bought in an earlier year.

[14] Caution should be used in interpreting these results since the percentages of men who said they wore business shirts made of any particular fiber during the preceding 2 years may have been affected by the failure of some respondents to understand the precise meaning of the term business (dress) shirt. In a few instances men may habitually wear a shirt other than the one defined as a "business or dress shirt" on occasions for which "business or dress shirts" as defined in this study are usually worn. In these cases some men might have been thinking of work shirts or sport shirts, for example. This might have affected the percentages who said that during the preceding 2 years they had worn business (dress) shirts made of particular fibers.

with cotton or only with rayon tend definitely to prefer the fiber they have used. Those who have had experience with both fibers are less unequally divided, although they give cotton a very considerable leading preference.

To argue whether preference is a result or a cause of experience is rather fruitless. Tables 32 and 33 show the relation between experience and preference when experience is held as the independent variable. In this case, those who had had experience with only one fiber very largely tended to prefer that fiber. If preference is held as the independent variable in this relation, we get the following figures. Of all the owners who stated a preference for cotton business shirts, 76 percent had had only cotton shirts within the last 2 years and 24 percent had had both cotton and rayon. Fewer than 1 percent had used only rayon within this time. Among all the business-shirt owners who expressed a preference for rayon, 12 percent had worn only cotton shirts, 27 percent had worn only rayon, and 61 percent had had experience with shirts made of both fibers within the last 2 years.

***Relative strength-of-fiber preference if price favors nonpreferred fiber.***—A question that arises in all consumer research concerns the relative strength of expressed preferences. Just how strong is a man's preference for a cotton business shirt? And how strong is another's preference for rayon? Are some of the men expressing a choice of fiber merely because the question encourages them to make one?

One way to investigate how strongly a man will resist buying a shirt made of a nonpreferred fiber is to give it a price advantage and see how many will then show a shift in preference. This approach was adopted to the survey method in the present study. Merchandising experiments in retail stores, based on these survey findings, would throw additional light on the intensity of stated preferences as measured by price differentials.

As the method was used in this survey, business-shirt owners were first asked what price they would expect to pay for a shirt of the kind they ordinarily wore. They mentioned prices ranging from $1 to $10 with the median price at $3.75, thus illustrating that owners of business shirts think in terms of a wide variety of prices. After the mention of the price they expected to pay for a shirt, owners were asked whether they would buy a cotton or a rayon shirt if both were the same price (the price they had just named) and were also of the same style and fit.

The percentages of men choosing cotton or rayon or stating an indifference to the fiber were rather similar to those produced by the earlier question regarding fiber preference, indicated in table 24, for the United States and North and South, urban and rural. Thus, for the United States about two-thirds of the shirt owners said they would choose a cotton shirt, a fifth indicated they would buy the rayon, and about a tenth said they had no fiber preference (table 34).

After a man had stated his fiber preference between the two hypothetical shirts of the same price, style, and fit, but differing in fiber, he was asked whether he would buy the nonpreferred shirt if the price were cheaper. Those men who said they would buy if the other shirt were cheaper were then asked how much cheaper

than the stated price the shirt of nonpreferred fiber would have to be for it to be chosen.

Of the men who stated a preference for the cotton shirt, 83 percent said they would not switch their purchase but 17 percent said they would buy the rayon if it were cheaper. Among this relatively small group who said they would change their purchase from cotton to rayon if the latter were cheaper, only 4 percent agreed that a price difference of 9 percent or less would cause them to change. However, 27 percent indicated they would buy the rayon if it were 19 percent or less cheaper than cotton, and 87 percent said they would switch if the price of the rayon shirt were 39 percent or less cheaper than the corresponding cotton shirt (tables 35, 36).

This indicates a relatively stable preference for cotton on two points. First, is the large group who said they would not shift their purchase from cotton to rayon even if the latter were cheaper. Second among those who said a price difference would cause them to buy the rayon shirt, the price differences had to be rather sizable before any considerable number said they would change.

The preference for rayon does not appear to be so stable, as measured by this method. Among those who originally said they preferred rayon when deciding between the cotton and rayon shirts, 57 percent said they would not shift to cotton if it were cheaper. This may be compared with the 83 percent of those who prefer cotton who said price would not cause them to shift their preference. Forty-three percent of those who chose rayon said they would buy cotton if it were cheaper, in contrast to 17 percent of those who originally chose cotton but indicated a willingness to buy rayon if the price for the rayon were lower.

Among those who said they would shift from rayon to cotton for a price advantage, 16 percent agreed they would change if the cotton shirt were as much as 19 percent cheaper than the rayon. Eighty-three percent said they would shift preference for a price difference of 39 percent.

Willingness to shift to a nonpreferred fiber that has a price advantage was apparently not related to income level. Men with higher incomes were only slightly less likely than those with lower incomes to say they would buy a nonpreferred rayon shirt rather than a cotton one if it cost less, but there were no differences in willingness to buy a nonpreferred cotton rather than a preferred rayon shirt.

In summary, it is worth noting that of the 1,849 business-shirt owners who expressed a preference for either cotton or rayon, 1,422 or 77 percent said they would *not* buy the nonpreferred shirt even if it cost less. Although the strength and stability of consumer preferences are complex problems, these findings suggest that price adjustments alone may not be enough to produce marked shifts from a preferred to a nonpreferred item. Further study of this point is needed.

***Colors men said they prefer in business shirts.***—White shirts were preferred to all others, according to replies. Nearly half the interviewed owners named only white when asked the colors they like their business shirts to be. And an additional 31 percent named white along with another color, blue being the most frequently mentioned of the others. Only 18 percent failed to make any mention of white and expressed a preference for solid colors other than white, or for

striped shirts. The only regional difference appears between men in the rural North and those in the rest of the country. The group in the rural North expressed a somewhat greater preference for nonwhite shirts (other solid colors and stripes) and a correspondingly diminished preference for white shirts alone (table 37).

***Who buys men's business shirts?***—There is a widespread notion that women buy most of men's clothes and that the man who wears them has little to say about their selection. Many retail merchants hold this view, which has been reflected in industrial surveys taken among them. This is a matter of some importance because if it is true that men wear merely what women in the family select, the study of men's preferences is somewhat futile. The question is of interest to advertisers for obvious reasons. In the present survey, therefore, the men themselves were asked whether they selected each of the various kinds of apparel covered by the study and, if they did not, what person did make the selection.

In the case of business shirts, about three-fifths of the shirt owners said they made the selections themselves. A little less than a fourth of the men indicated that their wives selected most of their shirts. Men in the rural North were somewhat less likely than other men to do their own selecting (table 38).

## Summer Sport Shirts [15]

***Ownership of summer sport shirts.***—Summer sport shirts are worn by nearly two-thirds of the men interviewed in the United States and, according to the survey, are owned by an additional 3 percent who said they never wear them (table 39). As might be expected, more urban than rural men have them, the highest proportion of ownership being found among men in the urban North, 72 percent of whom said they wear summer sport shirts. The greatest contrast is with men in the rural South, where only 42 percent reported wearing them. These groups also differ in the number of shirts they said they own. More than half the owners in both the urban North and urban South said they owned five or more sport shirts, whereas only 27 percent in the rural South claimed this number (table 40).

Summer sport shirts were reported as owned by more of the men with higher incomes, with college training, and in the younger age groups than of those with lower incomes, grammar-school education, or in the older age groups (tables 41, 42, 43). The contrast is most striking in the case of age. More than 8 out of every 10 men under 30 years own them, compared with about 4 out of every 10 of the men 55 years or older. Furthermore, these younger men reported owning more shirts on the average. More than half those under 55 years said they had five or more summer sport shirts, while only 39 percent of the men 55 years and over said they owned as many (table 44). Such a difference also occurs between men with different incomes, with more of those in the upper income group (57 percent) than in the lower income group (41 percent) reporting that they own five or more summer sport shirts (table 45).

[15] A summer sport shirt was described to each respondent as "a shirt with a collar that is usually worn open at the neck, and that is generally worn in the summertime." Polo shirts, T-shirts, jerseys, etc., were not included.

That sport-shirt owners have had experience with recently made sport shirts is indicated by the fact that 84 percent of all summer sport-shirt owners reported having bought one since January 1947 (table 46). There were no significant differences in this respect between North and South and rural and urban men.

***Characteristics men said they considered most important when buying a summer sport shirt.***—Style and construction features in a summer sport shirt are by far the most important aspect to be considered by the purchaser, according to nearly two-thirds of all the men who reported wearing such shirts (table 47). They named these and other characteristics in answer to a general question which encouraged spontaneous mention of all the points they considered important to look for when buying this garment. All of their responses could be grouped into 10 general categories, of which the most prominent was concerned with style and construction features. Several such features were mentioned; among the most frequent were short sleeves (given greater emphasis by men in the South than in the North), a particular shape or style of collar, a collar not requiring a tie, and pocket style, including number of pockets in the shirt. The following are characteristic replies:

Well, first is the appearance. I like a summer sport shirt to look dressy and fit well in the neck so it doesn't bulge across the chest.

I don't like a poor-looking shirt. Often I'd try a lower priced shirt except that I know it would be as big around as it is long. If they're not cut well, they don't fit. I think the pockets should be built in proportion to the rest of the shirt. Sometimes they are too small to look right and they're too close together.

I like a soft collar that will either lie back good or can be worn with a tie.

Mentioned considerably less often than style factors were four other characteristics, each cited by about 3 out of every 10 men who reported wearing summer sport shirts. These were correct size and fit (particularly a full size), comfort (especially a cool, lightweight shirt), a desirable color or pattern (no one type predominating), and a particular kind of material (some said simply a "good" material, while others specified a particular fiber). More men in the South said they thought it important to get a cool shirt, but aside from this, the men in the different regional subgroups did not differ in the importance they attached to these characteristics.

I want a shirt that the air can flow through and will be cool.

Cool and comfortable. I like good body room so it doesn't bind in the armholes and cling too tight.

Finding a shirt with good laundering qualities was mentioned next most often, but by only 13 percent of the men who reported wearing summer sport shirts. Other characteristics—good workmanship, inexpensive in price, durability, and a specific brand—were mentioned by fewer than 10 percent.

***Relative importance of six selected factors in men's buying of summer sport shirts.***—A checklist was also used, to obtain a measure of the relative importance of some of the characteristics a man might look for in a summer sport shirt.[16] The six items used in

[16] The checklists were presented at the end of the interview so they could not influence the answers given to any later question.

the checklist were those mentioned most frequently in the pretest interviews (taken before the regular interviewing was begun). This list, with the order of items varied systematically, was handed to each man who said he wore summer sport shirts, and he was asked to select the three items that he considered most important to look for in buying such a shirt.

Nearly two-thirds of the men who said they wore summer sport shirts selected two of the items, "Is cool, comfortable to wear in summer," and "stands washing well, looks nice after being washed," (table 48). Chosen next most often (by 53 percent) was "made in the style you like," while two other characteristics were selected by slightly fewer men (45 percent): "Fits well," and "is made of materials that wear well." Apparently considered by far the least important of these six factors included in the checklist was the general characteristic "well-made," for only 23 percent of the group included this characteristic among their three choices.

A shirt that "is cool, comfortable to wear in summer" is most important to men in the urban South, and least important to men in the rural South. This latter group shows its greatest interest in a shirt which "stands washing well"—they also attribute more importance than any of the other groups to a shirt which "is well-made," according to the findings. The fit of a shirt was apparently regarded as more important by men in the North than by those in the South. There was no significant relation between income groups and the relative importance given the various characteristics.

It is immediately apparent that the relative importance attributed to these several items is different from that indicated in the spontaneous answers the men gave to the earlier discussion question. Finding a shirt that "is cool" and "stands washing well" seemed to be more important than finding one that "is made in the style you like," according to the choices made from the checklist; whereas, style and construction features were by far the most frequently mentioned in the spontaneous answers. The difference in the case of laundering qualities is particularly striking, as only 13 percent of the men mentioned them in answer to the discussion question. Another pronounced shift in relative importance occurs in the case of durability ("is made of materials that wear well"), which was spontaneously mentioned by a very small proportion of the men (5 percent), but was chosen as frequently on the checklist as "fits well."

These differences are doubtless due to the difference between the two techniques. The spontaneous answers the men gave to the discussion question indicate the characteristics that are foremost in their minds and that they mention with no suggestion of any sort from the interviewer. The checklist, on the other hand, is used to bring certain points to the attention of each respondent, who is then asked to make a selection among them.

One may conclude that such qualities as "stands washing well" and "is made of materials that wear well" are not so prominent in men's thinking, but that when reminded of them, they consider them more important than some of the other qualities which they recall more readily. It is important to keep in mind that the choices men make from the checklist indicate only the relative rank of these six factors

and give no clues as to their standing relative to others that are not included in the list.

***Complaints men made about the summer sport shirts they have had.***—Four out of every ten of the men who reported wearing summer sport shirts had some complaints to make about the shirts they had had (table 49). There were no significant regional differences in this respect.

Those who had complaints criticized the size and fit of the shirts most often. Nearly two-fifths of those making complaints mentioned that some part of the shirt did not fit well, more frequent references being made to the fact that tails are too short than to any other part of the shirt. Style and construction features, as shape of collar and length of sleeves, were named next. Criticisms of the laundering qualities of the shirt, such as shrinkage and color-loss, ranked third in frequency of mention. Such comments as the following were made:

> Some of them had to be dry-cleaned. I like a shirt that isn't too fragile so it doesn't have to be dry-cleaned. Some wrinkle up around the neck and don't keep their shape around the collar.

> The only thing I've got against them is that they haven't got a tail that will stay in my pants. I'd like the tails shaped like those on other shirts.

> It's hard to get the proper size. They are sized in the approximate neck size but the shoulder width varies. I've had to take them back and change the size. I like a nice fit.

It is noteworthy that relatively few complaints were made about the comfort of the shirt a feature which was shown to be important to the wearers of summer sport shirts (table 50).

***Fibers men said they preferred in summer sport shirts.***—When the summer sport-shirt wearers in the sample were asked to make a choice between rayon, wool, cotton, or mixed fibers in summer sport shirts, 38 percent chose cotton and 26 percent chose rayon as their preferred fiber (table 51). An additional 16 percent said they would rather have a mixed fiber, mainly cotton mixed with rayon. Only 4 percent gave a preference for wool but it must be remembered that the garment being discussed was a sport shirt for summer wear.

Cotton was more frequently selected as the preferred fiber by men in the South than in the North, particularly in the urban South, where it was chosen by slightly more than half the wearers. Preference for rayon, on the other hand, did not vary so widely among the regional subgroups. It is worth noting, however, that cotton and rayon were apparently equally preferred by men in the rural North, each fiber being mentioned as preferred by one-third of these wearers.

Preference for cotton was nearly the same among men of different income and educational levels. Rayon was preferred by slightly fewer men in the upper income group and with college training than of those with lower incomes and grade-school training. Its highest preference was found among the men under 20 years of age whose stated preference for rayon and for cotton was almost equal, with rayon given a slight lead (tables 52–54).

***Beliefs men reported as to advantages and disadvantages of each of the competing fibers.***—Men's beliefs as to the material which is most comfortable for summer wear apparently influence their choice of fiber more than any other one factor. Comfort—mainly coolness—was by far the most frequent reason given for preferring

each of the fibers, except for wool, which was chosen by an extremely small group. It was also the most frequent explanation given for nonpreference of a fiber. Thus, those who preferred cotton and mentioned its comfort more often than any other reason said that rayon is less comfortable to wear; whereas those who preferred rayon, also mentioning its comfort more than any other quality, said they thought cotton less comfortable.[17] Slightly more than half the men choosing cotton and 69 percent of those choosing rayon gave this reason. Comfort was also the leading reason given by men who preferred cotton-and-rayon mixtures. Aside from this factor, however, the reasons men gave for preferring each of these fibers differed considerably. Next to comfort, cotton was preferred for what the men said is its better laundering qualities and greater durability, while rayon was preferred because those who chose it thought it had a dressier, neater appearance.

I like cotton shirts because they're cooler and don't stick to you when you perspire. They wash and iron better and last longer.

Rayon shirts are better because they're comfortable, cool, and soft. You don't know you have a shirt on.

A rayon shirt hangs on you better than a cotton shirt; cotton seems stiff. They stay neat-appearing longer.

When all the men who did not choose cotton were asked why they did not care for it, the most frequent reason given was that it was not so comfortable, mainly not so cool. Next most often voiced statement was that it did not have as nice an appearance either before or after wearing, wrinkling too easily. One-sixth of this group said they had no objections to cotton, simply preferred another fiber somewhat more.

The only difference is that air gets through rayon better.

I've had cotton ones that looked like they'd been worn a month after you've had them on half a day. They messed up quickly.

Aside from the lack of comfort attributed to rayon by those who did not choose it, were criticisms of its launderability and its appearance before and after wearing. However, nearly 1 man in every 10 in this group said he was unfamiliar with the characteristics of rayon, never having worn a summer sport shirt made of it.

Rayon doesn't wash. It's not that it loses its color; it just looks tacky after washing. The seams are crooked.

Rayon feels slick and loose and slides around on you all the time.

Practically no reasons aside from lack of comfort were given by those who did not choose wool, a group comprising most of the owners of summer sport shirts. Seventy-nine percent of these men considered wool less desirable because of its lack of comfort, referring chiefly to its being too heavy and warm, although some believed it had an irritating effect on the skin (tables 55–58).

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[17] In examining tables 55, 56 and 57, it should be kept in mind that everyone who did not choose cotton as a preferred fiber was asked why he did not care for cotton; and that everyone who did not choose rayon was asked why he did not care for rayon. Thus, table 56 includes other men in addition to those who preferred cotton, and table 58 includes others beside those preferring rayon.

The principal reasons given by men for preferring and not preferring each of these fibers are summarized below.

Among the summer sport-shirt owners who said they preferred cotton—
- 52 percent said it is more comfortable.
- 38 percent said it has better laundering qualities.
- 20 percent said it is more durable.

Among the summer sport-shirt owners who said they preferred a fiber other than cotton—
- 22 percent said cotton is less comfortable.
- 15 percent said cotton does not have as nice an appearance.
- 15 percent said cotton does not look as nice after wearing.

Among the summer sport-shirt owners who said they preferred rayon—
- 69 percent said it is more comfortable.
- 31 percent said it has a nicer appearance.
- 14 percent said it has better laundering qualities.

Among the summer sport-shirt owners who said they preferred a fiber other than rayon—
- 23 percent said rayon is less comfortable.
- 17 percent said rayon does not look as nice after wearing.
- 16 percent said rayon is less satisfactory in laundering.

Among the summer sport-shirt owners who said they preferred a mixture of cotton and rayon—
- 53 percent said it is more comfortable.
- 24 percent said it has a nicer appearance.
- 21 percent said it has better laundering qualities.

Among the summer sport-shirt owners who said they preferred a fiber other than wool—
- 79 percent said rayon is less comfortable.

***Effect of previous experience with specific fibers on present preferences.***—More of the men who reported wearing summer sport shirts said they had had experience within the preceding 2 years with shirts made of cotton than of rayon. Eighty percent of the men reported they had worn such a shirt made of cotton, and 60 percent said they had worn one made of rayon. About one-third said the sport shirts they had worn were made of mixed fibers. Only 18 percent reported they had worn a summer sport shirt made of all wool within the last 2 years. There were no significant regional differences (table 59).

A man's previous experience with a given fiber appears to exert a considerable influence on his present preference, particularly when his experience has been limited to a single fiber. When all of the men who had worn cotton summer sport shirts within the preceding 2 years are considered as a group, regardless of whether they had also worn shirts made of other fibers, their principal expressed preference was for cotton, with rayon next. If the group is limited to those who had worn only cotton summer sport shirts, a much larger proportion—61 percent as compared with 46 percent—expressed a preference for cotton.

In the same way, when all the men who had worn rayon summer sport shirts within the preceding 2 years are considered as a group regardless of whether they had also worn shirts of other fibers, their main preference was for rayon, with cotton in second place. When the group is limited to those who had worn only rayon shirts, 72 percent as compared with 40 percent gave a preference for rayon. Those who had worn summer sport shirts of mixed fibers likewise tended to favor a mixture, with a cotton-rayon combination far in the lead.

Wearers of sport shirts who have had experience with *both* cotton

and rayon within the preceding 2 years were almost equally divided in their stated preferences for the two fibers. Each was chosen by approximately one-third of those having the dual experience while 15 percent gave a preference for mixtures with cotton-rayon most often specified (tables 60, 61).

***Relative strength of fiber preference if price favors nonpreferred fiber.***—To obtain a measure of the relative strength of the fiber preferences by wearers of summer sport shirts, they were asked an additional series of questions.[18] After stating the price they would expect to pay for a summer sport shirt at the present time,[19] they were asked whether they would buy a cotton or a rayon shirt, if both were the same price—the price they had just quoted—and were of the same style and fit. In this question, it should be noted, the men were asked to make a choice between only two fibers rather than the three mentioned in the earlier choice question—the results of which are given in table 51. Although the actual percentages are different in tables 51 and 62 because in table 62 no opportunity was given to choose a fiber mixture, the same relative preferences between cotton and rayon appear and the percentages expressing indifference to the fiber are almost identical. Table 62 shows that when the men were asked to choose between two sport shirts that were identical except for the fiber of which each was made, 46 percent chose cotton and 36 percent rayon. Urban Southerners favored cotton more strongly whereas rural Northerners in the sample, were very slightly more in favor of rayon.

After they had made this initial choice, based on fiber preference mainly, the men were asked whether they would buy the shirt made of the nonpreferred fiber if it cost less, and if so, how much less it would have to cost for them to consider buying it.

Only about one-fifth of those who chose cotton said they would buy a rayon sport shirt if it were cheaper and one-third of those who had chosen rayon indicated a willingness to shift to cotton if there were a price difference. This willingness to buy a shirt of the nonpreferred fiber is about the same in the different regional and income groups, so no cross-tabulations are given here (table 63).

The proportional decrease in price which those men who expressed a willingness to shift their purchases said would be necessary is approximately the same for both kinds of shirts. About three-fifths of those who said they preferred cotton but would buy rayon if it were cheaper indicated the rayon shirt would have to be 29 percent or less cheaper. The same finding holds for those who originally said they preferred cotton (table 64).

As in the case of business shirts, these results seem to show that fiber preferences are relatively stable in the face of price differences. Even among the relatively small group who said a difference in price would influence their purchase, the difference has to be relatively large, according to the responses, to cause any considerable number of them to shift.

***Pattern men said they preferred in summer sport shirts.***—Three-fourths of the men who reported wearing summer sport shirts

[18] For a more detailed discussion of this technique, see section on business (dress) shirts, page 17.

[19] The median price was $4.

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said they preferred to have their shirts all one color rather than in a a print or pattern of several colors. This preference was most pronounced among replies from North urban men compared with replies from men living in the rural North or the South (table 65).

***Individual who makes the selection of summer sport shirts.***—Three-fifths of the men who said they wear summer sport shirts reported that they themselves generally select their own sport shirts. An additional fifth said their wives usually make the choice. There were no regional differences (table 66).

***Extent to which men look for labels of fiber content.***—Two-thirds of the men who said they selected their own summer sport shirts reported that they generally look for labels indicating the fiber content of the shirt (table 67).

### Wool Shirts

***Ownership of wool shirts.***—About half the interviewed men said they had owned an all-wool or a part-wool shirt within the preceding 2 years.[20] Most of these (30 percent of the men in the sample) have had an all-wool shirt only, while comparatively few have had both types.

Fewer men in the South have had wool shirts within this period as might be expected. This is particularly true of men in the rural South, where two-thirds said they had not had either an all-wool or a part-wool shirt within 2 years. A man's age, apparently has a greater bearing on his ownership of a wool shirt than his place of residence. Sixty-one percent of the men under 25 years old reported thay had had an all-wool or a part-wool shirt, compared with only 37 percent of the men 55 years of age and over.

Men with more education or with higher incomes reported having had a shirt made of all or part-wool, than those with grade-school training or lower incomes, but the differences are not so striking as in the case of different age groups. In both instances the differences between these groups were shown to be greatest in their ownership of all-wool shirts (tables 68–71).

***Willingness to pay extra for shrink-resistant wool shirts.***—That shrinkage is considered a marked disadvantage in wool shirts is shown by the overwhelming willingness expressed by the owners of wool shirts to pay more for a shrink-resistant shirt. When asked if they would pay more, 7 out of every 10 owners indicated an interest in doing so, with only 17 percent of the owners responding negatively to the question. In general, more rural than urban men indicated a willingness to pay more, possibly because of the more limited facilities for dry cleaning a wool shirt in rural areas. Fewer men in the urban South than in any other regional subgroup said they would be willing to pay for this added feature in a wool shirt (table 72).

To make these questions about price as realistic as possible, the men were first asked the price they would expect to pay for a wool shirt at the present time. The prices they gave covered a wide range,

[20] All types of shirts—dress, sport, or work—were included in this question if they were made of wool. Unless specifically stated otherwise both in text and tables, the term "wool shirt" refers to both all-wool of any grade and part-wool of whatever percentage.

from $1 to $33.75, with the median falling at $8.60.[21] The percentage increase in price which the men said they would be willing to pay for shrink-resistance also shows considerable variation. About half of those who said they would pay more, said they would pay an increase up to 30 percent in the price for a shrink-resistant wool shirt (table 73).

## Extra Trousers

***Ownership of extra trousers.***—About three-fourths of the United States men said they owned extra trousers or slacks which they use on occasions in place of regular suit trousers. The only regional difference was in the South where slightly fewer rural men reported owning these garments.

More men with high school or college education, or with middle or upper incomes, said they owned extra trousers, as defined here, than did those with grammar-school training only or with lower incomes. In addition, older men, particularly those 55 years and over, were less likely to say they own such trousers then men under 30 years (tables 74–77).

The time of year that men choose for wearing extra trousers affects the kind of trousers they want. Because of the importance of this factor, owners were asked whether they wore extra trousers both in summer and in winter, and whether they wore different ones in the summer than in the winter. Three-fourths of the men who said they owned extra trousers reported wearing a particular kind for the summer, while one-fourth said they wear the same kind the year round.[22] This does not mean, of course, that these latter men do not wear regular suit trousers as well, but merely that the extra trousers they own are not special warm-weather garments and are worn at any time of year.

In this survey men who reported wearing special summer trousers were asked questions concerning summer trousers only, regardless of whether they wore different extra trousers in the winter. Therefore, in this analysis, two groups of owners are considered:

1. *Those who reported having extra trousers for summer wear.*—This group consists of men who said they wore extra trousers in the summer only and those who said they wore extra trousers at other seasons but have special summer trousers.

2. *Those who reported having extra trousers for year-round wear.*—This group consists of men who said they wore the same kind of extra trousers in summer and winter.

As was noted above, 75 percent of the extra-trouser owners reported having special trousers for summer wear. This 75 percent was composed of 41 percent of the extra-trouser owners who said they possessed different extra trousers for use in winter and in summer, and 34 percent who own summer extra trousers only. In the North, both urban and rural, approximately three-fourths of the extra-trouser owners had special summer trousers but they were almost equally divided between

[21] These prices apply to wool shirts in general and include low as well as high grades of the fiber, and to part-wool shirts which may consist largely of fibers other than wool.

[22] In this study, owners who wear extra trousers in the winter only (1 percent) were not asked the questions concerning extra trousers and have been omitted from the discussion.

those who said they owned different extra trousers for winter, and summer trousers only. In the South, however, about 80 percent of the owners of extra trousers reported having special trousers for summer wear. This 80 percent is composed of a little more than 50 percent of all extra-trouser owners who have different extra trousers for use in summer and in winter and slightly fewer than 30 percent who said they possessed summer trousers only (table 78).

The relation between age and these two kinds of extra trousers is interesting. Very young men in the late teen-ages were most likely to report owning different extra trousers for use in summer than in winter. Two-thirds of them said they owned such trousers. The number of such owners constantly and regularly decreases in each of the progressively older age groups until less than 3 in 10 men 55 years and over reported owning different extra trousers for summer and for winter. This trend is exactly reversed in the case of ownership of summer trousers only. Forty-six percent of the 55 year and over group said their extra trousers were for summer only. The number of owners decreased constantly among the progressively younger age groups until only 12 percent of the late teen-age men reported having extra trousers for summer only (table 79).

***Number of pairs of extra trousers men own.***—Among all the men who reported having extra trousers for summer wear, about 3 in 10 reported owning from 1 to 2 pairs and about 4 in 10 said they owned from 3 to 4 pairs. Almost 2 in 10 reported owning 5 or 6 pairs and 1 in 10 said they owned 7 or more pairs. For all practical purposes these percentages are paralleled by those indicating the extent of ownership among those men who possessed extra trousers for year-round wear although there are many fewer such owners (table 80).

Income does not seem to be strongly associated with the number of extra trousers owned. Among those who said they had extra trousers for summer wear, there was a slight tendency for fewer pairs to be owned by low income than were owned by higher income men. This relation was even less marked among those who owned extra trousers for year-round wear (table 81).

***Year of last acquisition.***—Two-fifths of the men who reported owning extra trousers for summer wear said their last purchase was during 1948. Recalling that the interviewing was done in June of that year, it is evident that there were a good many recent purchases. Forty-three percent reported last buying these trousers in 1947. Thus, more than four-fifths of these men reported buying extra trousers for summer wear between January 1947 and June 1948. Among men who said they had extra trousers for year-round use a third reported buying in 1948 and about two-fifths in 1947, thus making three-fourths who had bought in the 18-month period mentioned above (table 82).

***Characteristics men said they considered important when buying extra trousers.***—Among both groups of extra-trouser owners, materials were mentioned more often than any other characteristic. Approximately three-fifths of the owners cited factors involving materials of which the trousers are made. Most of the men who spoke of materials said they looked for a fabric that would hold a crease.

I look for good material. I see whether there is body to the material so it will hold a crease.

Comfort and style and construction features ranked next among men who reported owning extra trousers for summer wear, each being mentioned by about two-fifths of these men. In regard to comfort, nearly all the men talked of "cool material." A variety of factors were mentioned in connection with style and construction features such as style of pleats, style of cuffs, style of trouser legs, and zippers.

I like wide legs with cuffs on my slack trousers. I look for pleats on the front and want a snug fit in the waist.

Among the men who reported owning extra trousers for year-round wear, style and construction features ranked second to "materials" but comfort was mentioned by only 7 percent of these owners. The items mentioned under style and construction features which were mentioned by 46 percent of the owners were the same as those mentioned by the owners of summer trousers and with about the same frequencies.

Size and fit characteristics were mentioned by more than a third of both groups with correct size legs and waist being most often specified.

Almost as many men in both groups cited color and design characteristics. Factors of color and design were largely unspecified but most of those who spoke more in detail mentioned solid and light colors.

Durability factors ranked rather low in comparison with those discussed above but were cited more frequently by the owners of extra trousers for year-round use.

Laundering and cleaning characteristics were mentioned by relatively few men in both groups, even among those who had separate extra trousers for summer wear. Nonshrinkage in washing or cleaning was most often specifically mentioned (table 83).

***Relative importance of selected characteristics in men's buying of extra trousers.***—The discussion of the characteristics men said they look for in buying extra trousers was based on answers to the open question, "What do you think are the most important things to look for in buying a pair of extra trousers?" Note that no answer is suggested in this question and the men were free to respond spontaneously. The answers represent the factors which were to the fore in men's minds, or salient, when they were thinking about the question. To supplement these salient responses, men were also given a checklist of eight desirable characteristics of extra trousers and asked to choose the three they considered most important. This gives a measure of the relative importance attached by these men to each of the eight characteristics.

In the group of men who reported owning extra trousers for summer wear, irrespective of whether they also owned extra trousers for use in other seasons, three characteristics led, each being chosen by approximately half the group. These were:

Will hold a good crease.

Are cool, comfortable in hot weather.

Are the right size, fit well.

Next in order of choice was a durability characteristic, "will give good service and stand wear." This was followed by "won't wrinkle badly." Style characteristics were selected by almost as many as chose the factor of resistance to wrinkling (table 84).

Taking the results of the open question and the checklist together, it may be said that the characteristics which were most important to the owners of extra trousers for summer wear are coolness, holding a crease, size, and styling. This is not to say that these men do not also attach importance to other characteristics given in the table but those just mentioned were in the lead.

Among the smaller group of men who reported having extra trousers for year-round wear, the relative importance of the items chosen from the checklist is somewhat different. Here again, three charcteristics led, each being chosen by half or more of these owners. The three leading characteristics are:

Will hold a good crease.

Are the right size, fit well.

Will give good service and stand wear.

Slightly less than a third of the year-round extra trouser owners selected workmanship characteristics such as strong seams and well sewed buttons, wrinkle resistance and coolness. Styling characteristics came next.

The results of the open and checklist questions taken together seem to indicate that the single characteristic that is most important to owners of extra trousers for year-round use is ability to hold a crease. It was more salient than any other characteristic and was also most often chosen on the checklist. Size and fit and durability factors ranked high on the checklist but not particularly so among the spontaneous answers. Styling characteristics ranked second among the spontaneous answers (table 83).

***Complaints owners mentioned about extra trousers they have owned.***—Nearly half the owners of extra trousers said they had had extra trousers that were not completely satisfactory. This was true for both groups of owners—those who have extra trousers for summer wear and those who have these garments for year-round use (table 85).

Among both groups the principal objections fell into three categories with approximately the same proportions of each group mentioning the same items. These categories are: (1) Material of the trousers did not hold a press and wrinkled easily; (2) poor style and construction features such as unwanted or badly styled pleats, poorly working zippers, badly styled cuffs, pockets, and trouser legs, and unsatisfactory belt loops, and (3) poor size and fit (table 86).

The last pair I got didn't hold a press. They weren't built well—didn't fit. They bagged in the seat.

The main thing I've had against them all along is the straight pockets. I don't like the little narrow belt loops either. The sleazy material wouldn't hold a press and every time I sat down they'd wrinkle.

***Fibers owners said they preferred in extra trousers.***—Fiber preference, as reported by extra-trouser owners, was closely associated with the kind of extra trousers they wore. Almost half the men who reported having extra trousers for year-round wear gave a preference for wool, compared with only 28 percent of the owners of extra trousers for summer wear, who expressed a preference for this fiber. The leading preference among the latter group was for fiber mixtures, a

third of the men mentioning such a preference. Cotton-rayon, wool-cotton, and wool-rayon mixtures were chosen in that order, but statistically the preference among the three mixtures may be regarded as equally divided. Next to mixtures, wool ranked as the preferred fiber among owners of extra trousers for summer wear with almost as many preferring it as expressed a choice for mixtures. Cotton came in third place, but fell considerably below mixtures and wool, and rayon took fourth place.

Second fiber preference among owners of extra trousers for year-round use went to fiber mixtures, with a wool-cotton combination far ahead of either wool-rayon or cotton-rayon. Less than 10 percent of the year-round trouser owners gave a preference for cotton and only 2 percent chose rayon (table 87).

There is no apparent relation between ages of men and their fiber preferences for extra trousers. However, some association does exist between preferences and both income and education. Among owners of extra trousers for summer wear, lower income men were more likely to prefer cotton while upper income men were more likely to give a preference for wool. There is little or no difference in regard to fiber mixtures. This relation seemed equally true among the owners of extra trousers for year-round wear.

With regard to education, owners of extra trousers for summer wear who have only grammar-school training were more likely to give a preference for cotton or for rayon than were those with high school or college background. Those with more formal education were much more likely to state a preference for wool. There is little difference in the case of fiber mixtures. Among the owners of extra trousers for year-round wear, the wool preference among the more educated was even more pronounced. Most of the small cotton preference was found among the men with college training. More men with only grammar school or high school backgrounds were likely to give a preference for fiber mixtures than was the case among the college group. This is particularly true for the wool-cotton combination (table 88, 89, 90).

***Reasons for fiber preferences.***—Reasons for fiber preference are given only for those men who reported owning extra trousers for summer wear.

Among these men the appearance after wearing of wool trousers, and the coolness of cotton or rayon, were the most frequently mentioned reasons for preferring these fibers. The three leading reasons given for each of the three main fibers are given below in comparative listings in order of frequency of mention:

| WOOL PREFERRED | COTTON PREFERRED | RAYON PREFERRED |
|---|---|---|
| Respondents said: | Respondents said: | Respondents said: |
| 1. It stays nice looking after wearing, holds its crease and shape. | 1. It is comfortable, cool, feels good next to the skin. | 1. It is comfortable, cool, feels good next to the skin. |
| 2. It is durable. | 2. It has good laundering qualities, can be washed. | 2. It stays nice looking after wearing, holds its crease and shape. |
| 3. It has nice appearance. | 3. It is durable. | 3. It has nice appearance. |

Among fiber mixtures, the leading reasons given for preferring certain types by those expressing each preference are listed in order of frequency of mention.

| COTTON-RAYON PREFERRED | WOOL-COTTON PREFERRED | WOOL-RAYON PREFERRED |
|---|---|---|
| Respondents said: | Respondents said: | Respondents said: |
| 1. It is comfortable, cool, feels good next to the skin. | 1. It stays nice looking after wearing, holds its crease and shape. | 1. It stays nice looking after wearing, holds its crease and shape. |
| 2. It stays nice looking after wearing, holds its crease and shape. | 2. It is comfortable, cool, feels good next to the skin. | 2. It is comfortable, cool, feels good next to the skin. |
| 3. It is durable and has a nice appearance. | 3. It is durable. | 3. It is durable and has a nice appearance. |

Several other reasons for the fiber preferences were cited less often than these (table 90).

***Men's opinions about disadvantages of certain fibers.***—After they had expressed a preference for a particular fiber, both owners of extra trousers for summer wear and owners of extra trousers for year-round use were asked what it was they did not like in trousers made of each of the other two main fibers. For example, a man who stated a preference for wool was asked what it was he did not care for about cotton and about rayon extra trousers.

Among those who expressed a preference for a fiber other than rayon, owners of summer trousers most often objected to the appearance-after-wearing of rayon. More specifically they said such trousers do not hold a crease or hold their shape, and wrinkle quickly. Other objections had to do with appearance in general, as lack of "body" to the material and glossiness. Lack of durability was mentioned, but less often. Owners of extra trousers for year-round wear gave these same objections to rayon, in the same order of frequency, and in about the same proportions (table 91).

In regard to those who stated a preference for a fiber other than cotton, owners of extra trousers for summer wear gave appearance-after-wearing as their main objection to this fiber. Almost half of them expressed this dissatisfaction saying that cotton trousers did not hold a crease, wrinkled quickly, and lost their shape. General poor appearance was mentioned next most often with the specific complaint that cotton trousers did not look dressy. These dissatisfactions with cotton were paralleled by the owners of extra trousers for year-round use who objected to cotton (table 92).

Among men who voiced a preference for a fiber other than wool, 8 in 10 of the owners of extra trousers for summer wear said that wool was not comfortable, was too hot, and did not feel good next to the skin. Other objections to wool were mentioned but very few men specified any particular one. Owners of extra trousers for year-round wear who said they did not care for wool expressed the same objections (table 93).

***Effect of recent experience on fiber preference.***—The previous discussion of fiber preferences is based on men's stated preferences and the reasons they gave for their likes and dislikes irrespective of whether all the men had had experience with all the fibers. Relating preferences to experience should give an increased validity to the

findings. To minimize dependence on memory, this experience was limited to the 2 years preceding the interview, that is, within the 2 years elapsing before June 1948. Extra-trouser owners were asked whether within this period they had worn trousers made of cotton, rayon, all-wool, or a mixture.

Among the owners of extra trousers for summer wear, trousers made of cotton, all-wool, and mixtures had each been worn by slightly more than half the men, according to their statements. One-third said they had worn rayon trousers. This is much more than 100 percent because many men reported they had worn trousers made of two or more of the different fibers.

Seventy percent of the owners of extra trousers for year-round use said they had worn wool trousers within the preceding 2 years. According to the replies, a little less than half had worn cotton, a little more than half had worn trousers made of mixed fibers, and about one-fifth had worn rayon (table 94).

It will be convenient to consider the two groups of extra-trouser owners separately.

***Owners of extra trousers for summer wear.***—Within this group, among those who had had experience with wool during the recent 2-year period, about half stated a preference for this fiber and a fourth expressed a preference for mixed fibers. The cotton-rayon, wool-cotton, and wool-rayon combinations were favored by equal proportions. Fewer than 10 percent expressed a preference for either cotton or rayon.

Those who had had recent experience with cotton gave the leading preference to fiber mixtures with cotton-rayon and wool-cotton the favorite combinations. Almost as many as stated a preference for mixtures (30 percent) expressed a liking for cotton (27 percent). About one-fifth gave a preference for wool and slightly less than 10 percent favored rayon.

Owners of these trousers who had recent experience with rayon likewise gave a slight leading preference to mixtures. One-third of them said they preferred mixed fibers with the cotton-rayon and wool-rayon mixtures most often preferred. About one-fourth of those who had had experience with rayon stated a preference for it and slightly less than a fifth chose wool. Less than 10 percent gave a preference for cotton.

Among those who had had recent experience with fiber mixtures more than one-half stated a preference for mixtures; the three combinations received almost equal votes. Second preference was given to wool although only 13 percent did so. Cotton and rayon were preferred by almost the same percentages of those who had had experience with mixtures, but in both cases these were less than 10 percent.

In summary it would appear from these figures that those who have had recent experience with wool or with mixtures tend to express a preference for them but that those who have had recent experience with cotton or with rayon tend to give first preference to mixtures and second to the fiber with which they have had the recent experience (table 95).

***Owners of extra trousers for year-round wear.***—Within this group the findings concerning the relation between recent experience

and fiber preference exactly parallel those discussed above. The relationships are the same although the percentage values are different. (For these see table 95.)

***Relative strength of fiber preferences if price favors nonpreferred fibers.***[23]—By this time the reader should be familiar with the technique used to measure the strength of fiber preferences when confronted with a price differential in favor of the nonpreferred fiber. This was discussed in detail in connection with both business shirts and summer sport shirts. It is not repeated in connection with the other articles of apparel covered in this report. Only the findings are given here.

When those who said they owned extra trousers were asked how much they would expect to pay for summer trousers made of wool, cotton, or rayon, the following figures resulted:

| Fiber and price range: | *Median price* |
|---|---|
| Wool, $5–$33 | $13 |
| Cotton, $2–$17 | 6 |
| Rayon, $3–$25 | 9 |

***Comparison of wool vs. rayon in extra trousers.*** When owners of extra trousers for summer wear were asked to choose between two pairs that were identical in price and other characteristics, but one was made of wool and the other of rayon, 47 percent chose wool, 35 percent rayon, and the remainder either said they would not buy or that they had no fiber preference. In answer to the same question 67 percent of the owners of extra trousers for year-round wear gave a preference for wool, 15 percent chose rayon, and the rest said they had no preference or would not choose either (table 96).

These fiber preferences appear to be strongly fixed. Only one-fifth of the owners of extra trousers for summer wear who expressed a preference for wool indicated they would switch their buying to rayon if the latter were cheaper. Fewer than 10 percent of the owners who stated a preference for rayon said they would buy the wool trousers if these were cheaper than rayon. The same strength of preference is found in the smaller group of men who reported owning extra trousers for year-round use. Among those who chose wool only 15 percent said they would change to rayon if the rayon were cheaper. Twenty percent of the men who gave a preference for rayon indicated they would shift to wool if the latter cost less than rayon (table 97).

The final step of ascertaining (from those who said they would change their purchases if the nonpreferred fiber were cheaper) how much cheaper the other fiber would have to be has not been taken in the case of extra trousers because so few men indicated they would shift their buying. A tabulation based on such a small number would be meaningless.

***Comparison of cotton vs. rayon in extra trousers.***—As in the comparison of wool and rayon, owners of extra trousers for summer wear were asked to choose between two pairs which were identical in price and other characteristics except that one was made of cotton and the other of rayon. Thirty-six percent chose rayon, 34 percent

[23] The series of questions used to measure the relative strength of fiber preference were directed toward extra trousers for summer wear only, regardless of whether the extra-trouser owners had special trousers for summer use or extra trousers for year-round wear.

gave a preference for cotton, and the rest said they would not buy either or that they had no fiber preference. Owners of extra trousers for year-round use also split about equally on their choice between cotton and rayon and in almost the same proportions (table 98).

The fiber preferences in this case manifest about the same strength as those shown for wool vs. rayon. In the group of summer-trouser owners who expressed a preference for cotton, four-fifths said they would not buy rayon if it were cheaper. Among those who stated a rayon preference, 78 percent said they would not buy cotton even if a price difference favored it. The same intensity of preference in the face of price differences favoring the nonpreferred fiber is found among the owners of extra trousers for year-round use (table 99).

It would appear from these findings that so far as extra trousers are concerned price differences at least of any reasonable size are likely to have little effect in changing men's choice of fiber when it comes to buying. It would seem probable that other characteristics of the fibers, or the garments themselves, bear a more direct relation to preference.

***Who selects men's extra trousers?***—Most of the men who reported owning extra trousers for either summer or year-round wear say they select these garments themselves. Almost four in five owners made this statement. Sixteen percent indicated that their wives either selected or helped them select their extra trousers. The remainder said their mothers or some other person helped them (table 100).

***Do men look for labels of fiber content on extra trousers?***—Men who said they selected their extra trousers themselves, without help from wives or other persons, were asked whether they looked for labels which told what fibers were used in the cloth of which the garments were made. Almost two-thirds said they generally did look for such labels or tags (table 101).

## Socks

***Ownership of socks other than work socks.***—Ninety-eight percent of the interviewed men said they owned some kind of socks other than work socks. There were no regional differences of statistical significance.

Not all men, however, wear the same weight socks the year round. Almost three in five men in the U. S. sample said they wore the same weight the year round but two in five said they wore heavier socks in winter than in summer. These proportions vary from one part of the country to another. Replies showed that men who live in urban areas in the South are more likely to wear the same weight socks the year round than those who live in the other regions, and that men who live in rural areas in the North are more likely to wear heavy socks in the winter than those who live in other parts of the country (table 102).

Age has some relation to the kind of hose worn: According to the survey very young men and older men are somewhat more likely to use heavier socks for winter wear. Men between the ages of 20 and 54 years are more likely to wear the same weight the year round (table 103).

Income is likewise associated to some extent with the use of socks

of different weight. Higher income men were apparently more likely to wear the same weight socks the year round while lower income men were more likely to use heavier weights in winter. Replies showed that men with more formal schooling were more likely to wear the same weight the year round, and that more of those with grammar-school training only wear heavier socks in winter than the college group. Even so, over half the men in each income group and each educational group said they wore the same weight hose the year round (tables 104, 105).

***Fibers men prefer in socks.***[24]—Fiber preference in socks is closely related to the weight of the hose worn. About three-fourths of the men who wear the same weight socks the year round gave a preference for either cotton, or rayon, or fiber mixtures, with the preference almost equally divided among the three. There were no significant regional differences except that Southern and rural Northern men gave a somewhat higher preference to rayon than did those in the urban North. Among mixtures, the cotton-rayon combination received a much larger vote than any of the other mixtures. Fewer than 10 percent stated a preference for either nylon or wool, and about 10 percent indicated they had no fiber preferences.

The case is quite different among the men who wear heavier weight hose in winter than in summer. Here the leading preference was for wool; about two-fifths of the men in the United States and slightly more in the North voted for this fiber. In the South from a fourth to a little less than a third of the urban and rural men chose wool. Fiber mixtures were next in popularity with roughly a third of the winter-hose wearers giving such a preference. A wool-cotton combination was most popular among the mixtures, with cotton-rayon and wool-rayon chosen by about equally small numbers. There was no significant regional variation in regard to preference for fiber mixtures.

Slightly fewer than 15 percent of the urban northern and rural northern men who wear winter socks gave a preference for cotton, but more than a fourth of those in the South favored it. Very few of the winter-hose wearers stated a preference for rayon (table 106).

Although the study showed no relation between either age or education and fiber preferences in hose among the two groups of men, a few relations with income seemed manifest. In the group which reported wearing the same weight socks the year round there was a slight tendency for more of the lower income men to favor cotton. Preference for other fibers does not seem to be related to income. Among those who wear heavier socks in winter, more low-income than upper-income men said they preferred cotton and there was some tendency for more upper- than lower-income wearers to express a preference for fiber mixtures (table 107).

***Reasons for fiber preference.***—Men who wear the same weight socks the year round and those who wear heavier weights in winter gave similar reasons for their fiber preferences so the two groups have been combined in this discussion.

The leading reasons that men gave for preferring certain fibers involved factors of comfort and durability. Among those who gave a preference for wool, comfort ranked much farther ahead of any other reason than it did among those who preferred other fibers.

[24] Men who wore heavier socks in winter were asked about winter hose only.

More than 9 in 10 of those who preferred wool spoke of comfort as a reason, specifically mentioning its warmth and ability to absorb perspiration. The only other reason mentioned by any considerable number was that wool socks were durable. Men who preferred a mixture of wool and cotton gave these same reasons. Almost four in five mentioned comfort and warmth and a little less than one in three spoke of durability.

Men who expressed a preference for a cotton-rayon combination in socks mentioned comfort and durability about equally; each of these reasons was mentioned by about two-fifths of the men. Nearly a third of these men also said they liked this mixture because they thought it had a nice appearance.

More than half the men who said they preferred rayon socks spoke of comfort specifically, mentioning coolness and lightweight. Two-fifths mentioned the appearance of rayon socks, saying they thought they looked dressy. A fourth mentioned durability as a reason for preference.

Almost three in five men who gave a preference for cotton socks said they did so because of comfort factors. Nearly a third mentioned durability and 15 percent spoke of good laundering qualities of cotton hose.

The leading reasons mentioned by more than 10 percent of the men preferring each fiber are listed below for convenience comparisons. The listing is in order of frequency of mention. A break-down of the factors involved in each of these characteristics is given in table 108.

General characteristics involved in the reasons given for preferences were:

| *Cotton* | *Wool* | *Rayon* | *Cotton-rayon* | *Wool-cotton* |
|---|---|---|---|---|
| Comfort | Comfort | Comfort | Durability | Comfort |
| Durability | Durability | Appearance | Comfort | Durability |
| Laundering | | Durability | Appearance | Laundering |

Among the leading reasons cited by substantial numbers of men, appearance factors were mentioned only by those who expressed a preference for rayon or for a cotton-rayon combination, while good laundering qualities appear in the list only for those who gave a preference for cotton or a wool-cotton mixture.

Wool keeps your feet nice and warm in cold weather; there is nothing like it.
Wool absorbs perspiration and keeps your feet comfortable.
Cotton socks are comfortable—not too heavy.
Cotton launders clean and wears longer.
Rayon socks are lightweight and cool.
Rayon socks feel good and look good.

***Reasons for preference for fiber other than wool in socks.***—Men who expressed a preference for a particular fiber were asked what it was they did not like in socks made of the other fibers. Wearers of year-round socks who stated a preference for a fiber other than wool gave considerations of comfort as the main reason for not liking wool. Nearly four in five spoke of this, saying they thought wool was too warm, too heavy, and did not feel good next to the skin. A very few mentioned shrinking as a reason for dislike. Among the men who reported wearing heavier socks in winter but who did not prefer wool, these same reasons were given (table 109).

***Reasons for preference for fibers other than cotton in socks.***— The groups of men who say they wear the same weight socks the year round and who stated a preference for fibers other than cotton most often criticized the appearance of cotton hose, saying they did not look dressy enough. About a fourth of them mentioned this factor. Almost as many thought they were not comfortable. Specifically, the men said cotton was too heavy on the feet, did not absorb perspiration, and was not cool. Nearly a fifth objected to the appearance of cotton socks after wearing, most often saying that such hose wrinkled too much around the ankles. Thirteen percent said that cotton socks did not wear well. Each of the other objections was made by fewer than 10 percent of the men.

The rank order of objections was different among the men who reported wearing heavier weight socks in winter and who preferred other fibers than cotton. Nearly two-thirds of these men gave comfort factors as a reason saying that cotton hose were not warm enough and were too thin. This was by far the most frequently voiced objection to cotton socks. Lack of durability, which ranks second to lack of comfort was cited by only 11 percent of this group (table 110).

***Reasons for preference for fibers other than rayon in socks.***— Here again the two groups of wearers differ in the order of their objections. Men who wore the same kind of socks the year round and who preferred a fiber other than rayon most often said that rayon was not durable, snagged easily, and developed runs. About one-fourth made this criticism. A little less than a fifth of these men mentioned comfort factors as a disadvantage of rayon, saying it was too thin and did not absorb perspiration. Other criticisms were made but no one was mentioned with a frequency of more than 10 percent.

Men who wear heavier weight socks in winter and who liked other fibers than rayon gave these same two reasons but with considerably different frequencies. More than half of them objected to rayon on the ground of comfort, specifically mentioning that rayon socks were not warm enough and were too thin for their purposes. Fourteen percent said that rayon hose were not durable. No other criticisms were made with a frequency of as much as 5 percent. Among both groups who had objections to rayon, only a few objected to its appearance (table 111).

***Reasons for preference for fiber other than nylon in socks.***— In the interest of completeness, men were asked what it was they did not care for in socks made of nylon. Among those reporting that they wore the same weight socks the year round and who liked fibers other than nylon the only significant finding was that approximately half these men had had no experience with nylon socks. This, no doubt, is a reflection of the fact that men's hose made of nylon are relatively new on the market.

Among those who wear winter socks and who stated a preference for other fibers than nylon, 45 percent said they had not worn nylon socks. However, more than a fifth said nylon was not warm enough for their use (table 112).

***Relation of recent experience to fiber preference in socks.***— In the group of men who wore the same weight socks the year round, 7 in 10 said they had worn cotton socks within the preceding 2 years, about 6 in 10 said they had worn rayon, and half said they had worn

socks of mixed fibers in this period. Only a third indicated they had used wool and 17 percent had worn nylon hose.

Among the men who wear winter socks, two-thirds stated they had used wool hose within the last 2 years, about the same number said they had worn cotton, and 60 percent had worn fiber mixtures. Fewer than one-third said they had worn rayon socks within the period, and nylon had been used by only 10 percent of these men (table 113).

Men who wore the same kind of socks the year round most often expressed a preference for the fiber with which they had had recent experience, except in the case of wool. Men who had used wool socks within the last 2 years seemed just about as likely to give a preference for cotton, or rayon, or mixtures, as for wool. Among mixtures in all cases the cotton-rayon combination was most often favored (table 114).

Among men who wore heavier socks in winter the relation of recent experience to fiber preference was not so simple. Those who had had experience with cotton were slightly more likely to give a preference for wool or mixtures, mainly wool-cotton, than they were for cotton itself. Those who had used wool socks within the preceding 2 years, however, also gave a heavy preference for this fiber with wool mixtures in second place. The group of winter-hose wearers who had worn rayon were somewhat more likely to state a preference for wool or for mixtures than for rayon. Those who have worn nylon showed this same tendency to prefer wool or mixtures, whereas those who had worn mixtures also gave mixtures the highest preference, with the wool-cotton combination most favored (table 115).

***All-wool socks and shrinkage.***—An attempt was made to find out how concerned men are about the problem of shrinkage in wool socks. Those who reported they had worn all-wool socks within the preceding 2 years were asked whether they would be willing to pay more for all-wool socks that had been specially treated so they would not shrink.

The large proportion of these men who said they would be willing to pay an additional amount shows clearly how important this problem of shrinkage is to users of wool socks. More than half the men who wore the same kind of socks the year round and who wore all-wool hose said they would pay more for shrink-resistant socks. Among the men who wore heavier socks in winter than in summer and who wore all-wool, almost three-fourths said they would pay extra for socks that would not shrink much when washed (table 116).

When those men who said they would pay more for shrink-resistant all-wool socks were asked how much more they would pay, almost a fifth could not decide. However, about 8 in 10 said they would pay up to 20 percent more and approximately two in five indicated they would pay up to 40 percent above the price of all-wool socks not treated against shrinkage. One-fourth said they would pay up to 50 percent more for such socks (table 117).

***Men's preference for cotton toes and heels in rayon socks that are used for year-round wear.***—The majority of men who said they wore rayon hose also said they preferred cotton toes and heels. The number of men expressing this preference varied with the geographic areas they lived in. Men in the South were more likely

to want cotton toes and heels than those in the North. While only half the men living in the North preferred cotton toes and heels, nearly 7 men out of 10 in the rural South and 6 out of 10 in the urban South stated this preference. Relatively few men expressed a positive feeling against cotton toes and heels in rayon socks but about a fifth said they had no preference one way or the other (table 118).

***Men's preference for regular or short-length socks that are used for year-round wear.***—Men were about equally divided in their preferences for regular or short-length socks, each type receiving a vote by about two-fifths of the men except in the urban South where the short length received the greater preference. Some men said they liked short socks in summer and the regular length for winter wear (table 119).

***What do men think about elastic tops in their socks?***—More than half the men who wore the same weight socks the year round said they wanted elastic tops in their hose. Only about a third objected to this feature. There were no significant regional differences in this respect (table 120).

***Who selects men's socks?***—Almost 6 in 10 men who reported wearing socks other than work socks said they selected their own hose while over 3 in 10 indicated their wives either selected or helped them select the socks they wear (table 121).

## Summer Suits

***Ownership.***—It was noted in the first summary table that 40 percent of the men in the United States said they wore different suits in summer than during the rest of the year. Ownership of summer suits was highest among urban dwellers where nearly half the interviewed men said they owned these garments. It was lowest in the rural North where only about one-fourth of the men said they had special suits for summer (table 122).

Income, education, and, to a lesser extent, age, are associated with summer-suit ownership according to the figures. Only about a fourth of the low-income men reported owning such suits compared with more than half of the high-income group. Two-thirds of the men who had been to college reported summer suits in contrast to only a little more than one-fourth of those with only grammar-school training. Men in the late teen ages were not so likely to own such suits as the older men. Only a fifth of these youngest men said they were owners compared with around two-fifths of the men in each of the older groups (tables 123–125).

***Number of summer suits owned.***—Most summer-suit owners reported having either one or two such suits. Only about one in four said they had three or more summer suits. Owners in the rural areas, both North and South were more likely to report only one summer suit than were urban owners. Urban Southerners were more likely to report three or more of these garments than were men in other parts of the country (table 126).

The income of summer-suit owners was related to the number of suits owned. Only 17 percent of those in the low- or middle-income ranges compared with 29 percent of those in the high-income group reported owning three or more (table 127).

Nearly all the owners of summer suits said they had bought such suits since January 1945. Almost two-thirds had bought since January 1947 and almost a fourth said they had bought a summer suit in 1948. The reader should bear in mind that interviewing in this survey was completed by the end of June 1948. The main finding here is that about two in three owners of summer suits reported having suits that were bought in 1947 or the first half of 1948, and thus had had experience with recent styling, fabrics, prices, etc., (table 128).

***Characteristics men said they considered most important when buying a summer suit.***—When summer-suit owners were asked, "What do you think are the most important things to look for in buying a summer suit?" they mentioned several qualities which can be classified into 10 major categories. When this grouping is made, it becomes evident that the two most important considerations are comfort—primarily a cool suit, and kind of material.

Three-fifths or more of the urban and North rural men owning a summer suit spoke of material in various ways. More than half the owners in the rural South also mentioned materials.

Comfort factors were cited by about the same number of men, with no regional differences.

Approximately two-fifths of the owners mentioned style and construction features although in the South nearly half the rural and only a third of the urban men spoke of such characteristics. These included such items as single- or double-breasted coats, style of pockets, lapels, and trouser cuffs, and pleats.

Color and design factors ranked fourth in order of mention, being cited by a little more than a third of all summer-suit owners. Light, solid colors were specifically mentioned as desirable.

Size and fit ranked fifth among the characteristics men said they thought were important, with correct body fit being specifically mentioned most often (table 129).

I generally look for a material that will hold the press. A lot of summer suits lose their shape after you wear them a few times.

I want something that will keep me cool in summer but has some body to it so it won't get wrinkled up all the time.

***Relative importance of seven selected factors in men's buying of summer suits.***—Readers who have studied the previous sections on business shirts, summer sport shirts, and extra trousers, will be familiar with the device of using an open question to measure the variety and salience of responses by means of spontaneous answers, followed by use of a checklist to measure relative importance among selected specific items. This was also done with respect to summer suits. The answers to the open question, "What do you think are the most important things to look for in buying a summer suit?" have just been discussed.

Summer-suit owners were also given a list of seven characteristics of summer suits and asked to choose the three they considered most important. The three items selected by half or more of the owners, in order of descending frequency were:

Cool, comfortable to wear in hot weather.
Well made and nicely tailored.
Right size, fits well (table 130).

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These may be compared with the three characteristics most often mentioned in answer to the open questions:

Materials—mainly holding a press or crease, resistance to wrinkling.
Cool, comfortable.
Style and construction features.

Taking the results of the two types of inquiries together, it appears that the things which men consider most important, when buying summer suits are coolness and comfort, holding a press or crease, and resistance to wrinkling.

***Complaints men voiced about summer suits they had had.***—Nearly one out of three men who said they owned summer suits said there had been some things about their suits they did not like. Regional differences in this respect were insignificant (table 131).

The principal complaint indicates the importance summer-suit owners attach to the appearance of the material after it has been worn. Almost 4 out of 10 men said they objected to some of the characteristics of the material, particularly because it didn't hold a crease and wrinkled easily.

My suit was too heavy and got too hot with the coat on. I couldn't keep a good crease in the pants.

Aside from appearance after wearing—involving wrinkling and not holding a press—the most frequently expressed dissatisfactions involved style or construction features and size and fit. About two in five who voiced complaints mentioned some item included under these two headings. Although no specific item in these two categories was cited by very many men, the items mentioned were so numerous that their total indicates a considerable degree of dissatisfaction among summer-suit owners in respect to style or construction, and fit (table 132).

Other complaints involved; (1) laundering—shrinking after washing or cleaning; and (2) comfort—they said their summer suits were too warm.

***Fibers men said they preferred in summer suits.***—The two leading fibers that summer-suit owners said they preferred were wool and some mixed fiber combination. Almost two in five owners in the United States sample expressed a preference for wool and more than a third voted for a mixture. The preference for wool was somewhat higher in the North but considerably lower in the South. Fewer than a third of the urban and one-fifth of the rural Southern owners gave a preference for wool compared with about two-fifths of each group who expressed a preference for mixed fibers.

In the United States sample the leading fiber mixtures involved wool, with wool-cotton and wool-rayon combinations in first and second place; cotton-rayon mixtures came third. Actually, however, the differences between these combinations were very slight. Among owners in the urban North this same ranking held but the differences were somewhat larger. In the rural North the three fiber combinations were favored by about an equal number. Urban Southern summer-suit owners tended slightly to prefer mixtures with wool over cotton mixtures but rural Southerners gave a slight lead to a cotton-rayon combination.

There was little difference in the number of expressed preferences

for cotton or for rayon, fewer than 10 percent voting for each fiber except in the rural South where the preference for these two fibers was slightly higher (table 133).

Income, education, and age, are each associated with fiber preference in certain ways, according to the findings. Men of higher income were considerably more likely than those with lower incomes to give a preference for wool. Those with lower incomes were somewhat more likely to vote for cotton or for rayon. Relatively little difference was shown between the income groups in regard to preferences for mixtures except that the cotton-rayon combination was a bit more favored among the low- and middle-income owners than among those with high incomes.

The association of fiber preferences with education is somewhat more evident. More than half the group with college training gave a preference for wool compared with fewer than a third of those with grammar-school training only. These latter as well as those with a high-school background only were more likely to give a preference for fiber mixtures than were the college-trained men. There are no significant differences between the groups concerning preferences for cotton or for rayon. A higher proportion of men over 30 years voiced a preference for wool summer suits than did younger men. This younger group was also more apt to give a preference for cotton or for rayon or for cotton-rayon mixtures than were the older men (tables 134–136).

***Reasons for expressed fiber preferences.***—Reasons for preferences are given for only two groups—those who expressed a preference for wool and those who gave a preference for a wool-cotton mixture. The number of men who voiced a preference for other fibers or for other fiber combinations was too small to justify the separate tabulation of their reasons. Even the wool-cotton group, given here, is so small that only relatively large differences in the percentages are significant.

Among the owners of summer suits who said they preferred their suits to be made of wool, appearance after wearing was mentioned as a reason far more often than any other. About 7 in 10 of these men gave this reason, specifically saying that wool suits hold a crease and hold their shape better than others. Almost a third cited durability and wearing qualities as a reason for favoring wool and a fourth spoke of comfort and coolness. Dressy appearance of wool was mentioned fourth as a reason for preference.

The relatively few men who expressed a preference for a wool-cotton mixture also gave first place to its appearance after wearing. Six in ten men who favored this mixture spoke of it, saying that such suits held a press and held their shape after being worn. Comfort ranked next as a reason for preference, the coolness and light weight of the wool-cotton combination being particularly mentioned. Durability ranked third and cleaning characteristics fourth as desirable factors in support of a wool-cotton mixture choice (table 137).

A wool-summer suit presses better and holds a crease. It has a better appearance than any other material.

A wool-cotton mixture lasts a long time and takes a good crease. It makes about as cool a suit as I have ever worn.

***Opinions about disadvantages of nonpreferred fibers in summer suits.***—The majority of summer-suit owners who gave a preference for wool or for the wool-cotton mixture said they had no complaints about the fiber of their choice. However, a little more than one-fourth of each group did give criticisms of their preferred fiber but this group was too small to justify the tabulation of their objections (table 138).

Men who expressed a preference for either of the three main fibers were asked what it was they did not like about each of the others. Among the men who gave a preference for a fiber other than wool, the belief that wool was not cool and did not feel good next to the skin was mentioned far more often than any other. More than 8 in 10 men who did not like wool gave this reason for their nonpreference.

Summer-suit owners who chose a fiber other than cotton most often objected to the appearance after wearing of cotton suits. More than half of them claimed that cotton suits did not hold their shape, would not hold a press, and wrinkled in the wearing. Others said that cotton did not look dressy and generally did not have a good appearance. Very few men objected to cotton on the grounds of lack of comfort.

Almost a third of the men who voiced a preference for a fiber other than rayon said they had had no experience with rayon summer suits. The chief objections to this fiber had to do with appearance, such as wrinkling, lack of ability to hold its shape or a press, and lack of body (table 139).

***Opinions about advantages of nonpreferred fibers in summer suits.***—The men who expressed a dislike for a particular fiber but who were familiar with the nonpreferred fibers were asked if they thought the fiber they disliked had any good points to recommend it even though they themselves preferred another. A considerable number said they did not know whether the nonpreferred fiber had desirable features. About two-fifths, however, of both those who preferred a fiber other than wool and those who chose a fiber other than rayon said the nonpreferred fiber did have some good points. Almost half of the men who favored a fiber other than cotton said they thought cotton did have some desirable characteristics (table 140).

Among the men who said they preferred a fiber other than wool but who said wool had some good points, almost half referred to its appearance after wearing, its ability to hold a crease, and its shape. Others said it had durable wearing qualities and a general nice appearance.

Summer-suit owners who voted for a fiber other than cotton, while saying that cotton did have some advantages, mainly spoke of its comfort and coolness. Almost three-fourths gave this reason. Launderability was given second place and inexpensiveness third among the good points of cotton.

Men who preferred a fiber other than rayon but who also said rayon had some good points most often mentioned comfort. More than three-fourths of these men said they thought rayon summer suits were cool and light weight. Others said rayon had a nice appearance (table 141).

***Relation between the kind of summer suits men have worn and the fiber they prefer.***—About half of the summer-suit owners in the sample for the United States said that within the last

2 years they had worn a summer suit made of wool and almost the same number said they had had experience with fiber mixtures during that time. Only one out of five owners reported wearing a cotton suit, and 13 percent a rayon suit. These proportions were about the same in the North for all fibers and among men in the urban South as regards wool. Only a third of rural Southerners, however, said they had worn a wool summer suit in the 2-year period before the interviewing took place. Southerners were somewhat more likely to have worn fiber mixtures or cotton or rayon than were Northerners (table 142).

On the whole, a comparison between the kind of summer suits men have worn recently and their fiber preferences indicates that they tend to favor the fiber with which they have had experience. This is especially true for wool and for fiber mixtures but less so for cotton and for rayon.

Seven in ten of those who had had recent experience with wool gave a preference for that fiber and almost another 2 in 10 voted for mixtures, chiefly combinations of wool with other fibers. Almost 7 in 10 of the summer-suit owners who had worn fiber mixtures within the previous 2 years expressed a preference for mixtures with wool-cotton, wool-rayon, and cotton-rayon combinations in the order given. About 1 in 10 gave a preference for wool. Only a little more than 3 in 10 of those who had had recent experience with cotton suits, however, voiced a preference for that fiber, well over 2 in 10 voted for fiber mixtures and over 1 in 10 favored wool. The chief mixture preferred was a wool-cotton combination. Over four-tenths of the men who have recently worn rayon suits said they preferred rayon but more than two-tenths gave a preference for mixtures and well over one-tenth said they favored wool. The wool-rayon combination was the mixture most often liked (table 143).

***Men's expressed willingness to pay more for wrinkle-resistance in cotton and rayon summer suits.***—As one of the most frequent complaints about cotton or rayon summer suits involves wrinkling and failure to hold a press or crease, an attempt was made to measure the interest that owners of rayon and cotton suits had in wrinkle-resistant suits.

This question was asked, "Would you pay more for a summer suit made of cotton (or) rayon that was especially treated so it would not wrinkle very much?" The replies indicate that such a process would be well received. About three-fourths of the men who had had cotton suits, and two-thirds of the men who had had rayon suits within the previous 2 years said they would be willing to pay more for wrinkle-resistant suits. However, 25 percent of the rayon-suit owners said they didn't know whether they would pay more; fewer than 1 in 10 owners of cotton suits so replied (table 144).

The men who said they would be willing to pay more were asked how much more they would pay but the number involved is too small to justify the tabulation of the increases they indicated. Roughly, about half of this small group indicated they would pay an increase of 20 percent or more for wrinkle-resistant suits. The median price they gave for the suits they now buy was $32.50.

***Who selects men's summer suits?***—Four in five men said they selected their own summer suits, less than one in five indicating that

their wives either selected or helped select these garments. This was found to be the case everywhere except among rural Northern men who seem to depend somewhat more on their wives when they purchase a summer suit. Even so, more than two-thirds of this group said they themselves selected the suits they wear (table 145).

## Underwear

***Types of underwear reported as used.***—There are many kinds of underwear for men and the combinations in which they can be worn are complex. In this study these articles of apparel have been classified as:

1. The same kind (type) worn the year round—a different type worn in winter than in summer.
2. One-piece underwear.
3. Two-piece underwear (undershirt and separate shorts or drawers).
4. Long underwear (either one- or two-piece which covers the legs to the ankles and the arms to the wrists).
5. Short underwear (either one- or two-piece but not covering the legs below the knees or the arms below the shoulders).

In the United States sample almost three in five men said they wore the same kind of underwear the year round and about two in five indicated they used a heavier type in winter than in summer. Urban men, especially in the South, are most likely to use the same kind of underwear the year round. Men living in rural areas and particularly in the North favor a heavier underwear for winter use (table 146).

In the country as a whole, about three-fourths of the men who use heavier underwear in winter said they use the one-piece type.[25] More than 9 in 10 of those who wear the same kind the year round said they wear the two-piece type either entirely or for the most part (table 147).

More than 9 in 10 of the men who use heavier underwear in winter than in summer indicated they used long underwear. Among those who wear the same weight of underwear the year round, 95 percent said they used the two-piece type. These findings therefore suggest that most men who wear heavier underwear in winter than in summer use the long one-piece type while those who wear the same weight the year round use short, two-piece garments (table 148).

Income, education, and age, are associated with the type of underwear used. According to this study, men with lower incomes are much more likely to use heavier underwear in winter than are those with higher incomes and most of this underwear is of the long one-piece type. Apparently most upper-income men wear the same weight underwear the year round. This association is even more evident with regard to education. More than four-fifths of the group who had been to college said they wore the same weight the year round while less than two-fifths of those with only grammar-school training said so. Nearly half this latter group reported using heavy winter underwear compared with only 11 percent of the college-trained men. In regard to age, apparently the older a man grows the more likely he is to use heavier underwear in winter. Almost one-fifth of the men under 30 years said they used heavy winter underwear but after this

[25] Men who said they wore heavier underwear in winter were asked about winter underwear only.

age the percentage increased until more than three-fifths of those 55 years old or older reported wearing this type of undergarment. Conversely, four-fifths of the men under 30 years wear the same weight underwear the year round. This proportion decreases with advancing age until slightly more than one-fifth of those in the age group of 55 or more years use this kind of underwear. It should be remembered that for the most part "heavier underwear in winter than in summer" refers to a one-piece, long garment and "same weight the year round" refers to two-piece, short underwear (tables 149–151).

***Fibers men said they prefer in underwear.***—Of those who wore the same type of underwear the year-round, 8 out of 10 expressed a preference for cotton. Six percent said it made no difference to them what fiber their underwear was made of, while the remainder were divided in their preferences (table 152).

Those who use heavier underwear in winter, however, were nearly equally divided in their preferences for a wool-cotton mixture or all-cotton, approximately two-fifths giving a vote for each. All-wool was chosen by 10 percent of this group. There were no significant differences in the fiber preference expressed by those who used one-piece or two-piece heavy underwear (table 153).

***Reasons given for expressed fiber preferences.***—Irrespective of whether the underwear used was a heavier weight in winter or the same weight the year round, those who expressed a fiber preference were asked to state the reasons on which they felt their choice was based. In all preferences, the leading reasons involved the item of comfort, but in different ways. Those who voiced a preference for a wool-cotton mixture in underwear said it was warm, and did not scratch the skin. Those who favored cotton also mentioned comfort but referred mainly to its non-scratching feature and its coolness—faculty of not being oppressively warm. The small group who preferred wool spoke almost entirely of its warmth and its tendency to drape freely and not stick to the body (table 154).

***Opinions men had about disadvantages of certain fibers in underwear.***—It was primarily in terms of comfort that men also explained why they did not like certain fibers.

*Rayon.*—Only men who wore the same weight underwear the year round were asked what they did not like about rayon, because this fiber does not figure to any extent in heavy underwear. The men who expressed a preference for a fiber other than rayon in year-round underwear most often objected to the fiber on the grounds of comfort, saying it sticks to the skin, does not fit or drape well, feels slippery, and is generally uncomfortable. A few others thought that rayon did not wear well. However, about 3 out of 10 of the men who preferred a fiber other than rayon said they had had no experience with underclothing made of it (table 155).

I've never worn any rayon underwear. I might like it but I don't really have any reason for changing from cotton so I don't know whether or not I'd like it.

*Wool.*—For wool, wool-cotton, and cotton, tabulations are based only on those men who wear heavier underclothing in winter than in summer.

Among this group, those who gave a preference for a fiber other than wool, spoke very largely of comfort. Almost four-fifths of the

men mentioned reasons of comfort for not liking wool, saying that it scratches the skin and is too warm. A few said that wool underwear shrinks when washed and that it is too expensive (table 156).

All-wool underwear scratches like mischief—it itches too much.

*Wool-Cotton Mixture.*—Users of heavy underwear who expressed a preference for something other than a wool-cotton mixture also objected to that fiber combination for reasons of comfort, almost three in five advancing such reasons. They mainly said that underclothing made of a wool-cotton mixture was scratchy and too warm (table 157).

*Cotton.*—Those who said they wore heavier weight underclothing in winter than in summer and who favored some fiber other than cotton also mentioned comfort factors in support of their nonpreference for cotton. More than four in five spoke of the lack of comfort in cotton underwear, most of them saying it was not warm enough for winter wear (table 158).

*Two-Piece Underwear.*—The men who said they wore two-piece underwear either in heavier weight for winter or the same weight the year round were asked their fiber preferences for undershirts and for shorts or drawers. For all practical purposes the preferences for these latter were identical with those expressed for undershirts so the findings for undershirts only are given in this report.

Men who reported wearing two-piece underwear of heavier weight in winter gave their leading fiber preference to cotton with a wool-cotton combination next in favor for their undershirts. Four-fifths of those men expressed this preference; they were almost equally divided between all-cotton and wool-cotton. Only 11 percent expressed a preference for all wool.

Among those men who wear two-piece underwear of the same weight the year round, the preference was decidedly for all-cotton, with 78 percent of the group favoring this fiber for undershirts. No other fiber or fiber combination was mentioned with a frequency of more than 4 percent (table 159).

***Men's reported recent experiences with certain fibers.***—All men in the sample who use underwear of any kind were asked what fibers they had worn during the 2-year period before the interview. Among those who said they wore heavier weights in winter than in summer, approximately half reported they had had recent experience with all-cotton and half had had recent experience with a wool-cotton mixture. Only 14 percent said they had worn all-wool any time during the time in question.

More than 9 in 10 men who reported wearing the same weight underclothing the year round said they had worn all-cotton during this period. Ten percent indicated they had used a wool-cotton combination and 12 percent gave a recent experience with all-rayon (table 160).

***Relation of recent experience to fiber preferences.***—In this section, those who said they wore heavier underclothing in winter are grouped together with those who use the same weight the year round, to provide groups of sufficient size.

As shown in connection with other articles of apparel, men who have had recent experience with a particular fiber predominantly tend to express a preference for it.

More than 9 in 10 of those who had worn only a wool-cotton mixture during the preceding 2 years said they preferred that combination. This same decided majority of men who had worn all-cotton only gave a preference for cotton. Men who had had recent experience with both wool-cotton and all-cotton tended to favor the mixed-fiber combination, 57 percent saying they preferred this mixture. However, 29 percent favored all-cotton. Among the men who had worn both all-cotton and rayon underclothing within the preceding 2 years, 63 percent said they preferred cotton while 15 percent favored rayon (table 161).

***Reported willingness to pay more for shrink-resistance in selected types of underwear.***—To make a question about willingness to pay more for shrink-resistance in wool-cotton underwear more realistic to the men, those who had worn heavier underwear made of this mixture were first asked the price they would now expect to pay for it. Those who generally use one-piece underwear quoted prices ranging from $1 to $9, with the median at $3.50; those who generally use two-piece underwear stated prices for drawers or shorts ranging from $0.59 to $8, with the median at $2.72. When this group of men were asked if they would be willing to pay more for wool-cotton underwear if it were specially treated so that it would not shrink much in washing, nearly two-thirds indicated an interest in doing so (table 162).

All of the men who said they would pay more for shrink-resistant wool-cotton underwear indicated they would pay a price increase up to 10 percent and two-thirds said they would stand up to a 30-percent price difference (table 163).

The same series of questions was asked of the men who use year-round underwear and have worn cotton knit shorts or drawers. They said they would expect to pay prices ranging from $0.29 to $2, with a median of $0.87, at the present, for this article. Of this group, slightly more than half indicated a willingness to pay more for cotton knit shorts or drawers made of material specially treated so that they would not shrink much in washing (table 164).

All of the men who indicated they would pay extra for shrink-resistant cotton-knit shorts or drawers said they would pay up to 10 percent more than for untreated fabric. Practically all of them said they would pay a 20-percent increase. Four-fifths thought they would pay up to 30 percent more. Beyond that there was a rapid drop in the number who said they would pay such extra costs (table 165).

***Who selects the underclothing men wear?***—About 6 in 10 men said they themselves select the underwear they use while approximately 3 in 10 indicated their wives select or help select their underclothing (table 166).

***Extent to which men said they looked for labels of fiber content on underwear.***—Those men who indicated they selected and bought their underwear themselves were asked whether they looked for labels or tags telling the fiber of which the article was made. More than half of these men said they did look for such labels, but over 40 percent indicated that they generally did not try to learn the underwear's fiber content from them (table 167).

## Pajamas

***Reported extent of use by men.***—It is estimated [26] that only about 50,000 bales of cotton are used annually in the manufacture of men's sleeping garments. This is a field in which a considerable yardage of synthetic fibers is also used. The consensus among retailers of men's apparel is that most men who use attire that is especially designed for sleeping, use pajamas. For the purpose of exploring the possibility of expanded markets, these garments were included in the list of articles of clothing covered by the survey.

Slightly more than half the men in the United States sample said they used pajamas for sleeping attire.[27] There were, however, marked regional variations in the reported use of these garments. They were reported by more men in the North than in the South and apparently are more likely to be used by urban than by rural men. Almost two-thirds of the men in the urban North reported that they wear pajamas compared with somewhat more than half of the Urban Southerners. Slightly more than two-fifths of the rural Northern men said they used pajamas for sleeping but less than a third of those in the rural South indicated they used them (table 168).

Nearly all men who use pajamas said they had at least two pairs. The percentages reporting more than two pairs drop rapidly. Considerably fewer than half the users of pajamas said they owned more than four pairs. In both North and South, urban men are more likely to own more pairs than rural men (table 169).

A considerable degree of association between income and both the use of pajamas and number of pairs owned was indicated by the findings. Almost two-thirds of the upper income men said they used these garments compared with fewer than two-fifths of those in the low-income bracket. Among the men who use pajamas, nearly all have no fewer than two pairs, irrespective of their income. Beyond this point, however, there was a marked association of income with number of pairs owned. Only about one-fourth of the pajama users with lower incomes said they had as many as four pairs compared with half of those in the high-income group (tables 170, 171).

Education and age are likewise associated with the use of pajamas. Many fewer men with only grammar-school training reported that they use pajamas than did those with more formal education. Fewer than two-fifths of the former group said they used them compared with almost four-fifths of the men with college background (table 172).

Age showed less relation to pajama use but more men between the ages of 30 and 54 years reported wearing them than men younger or older than this group (table 173).

***Fibers men said they preferred in pajamas.***—Those who use pajamas indicated a marked preference for cotton in this garment. About 7 in 10 of the users of pajamas who were interviewed chose cotton, while only 1 in 10 said they favored rayon. However, almost 2 in 10 said the particular fiber in their pajamas made no difference

[26] United States Congress. House, Committee on Agriculture. project iv. the competitive position of cotton by major end-use markets. Reprint from Hearings on Study of Agricultural and Economic Problems of the Cotton Belt before Special Subcommittee on Cotton. July 7 and 8, 1947. 119 pp., illus. Washington, D. C., U. S. Govt. Print. Off. 1947.

[27] Men who said they did not use pajamas were not asked questions regarding other types of sleeping garments.

to them. No significant regional differences appeared in the fiber preferences nor was there any association of fiber preference with income, education, or age (table 174).

***Reasons given for expressed fiber preferences.***—Factors involving comfort were the leading reasons given by both those who favored cotton and those who favored rayon in pajamas. More than half of those who chose cotton spoke of comfort, specifically mentioning coolness and pleasant feel to the skin. After comfort, ease of laundering and durability were cited most often. Thirteen percent of those who preferred cotton pajamas said their preference was based merely on habit.

Pajama wearers who preferred rayon also gave comfort as the leading reason. Almost three-fourths of these men mentioned it, saying rayon was cool and felt good next to the skin. About 10 percent also mentioned appearance and durability as reasons (table 175).

***Men's opinions about disadvantages of cotton and rayon in pajamas.***—It was also primarily on the basis of comfort that pajama users explained their nonpreference for either cotton or rayon. A third of those who stated a preference for a fiber other than rayon said rayon lacked comfort, specifically and that pajamas made of this fiber did not stay in place, clung to the body, did not feel good, and were either not warm enough or too warm. Others said rayon was not durable and had a tendency to pull out at the seams. However, more than a fourth of those who objected to rayon said they had had no experience with pajamas made of it.

Among the men who voiced a preference for a fiber other than cotton in pajamas almost half spoke of lack of comfort. The main factors mentioned were that they thought cotton too warm and did not feel good next to the skin. Very few men adduced any other reasons for not liking cotton but 13 percent said they had no specific complaints about cotton—they just preferred rayon (table 176).

***Relation between recent experience and fiber preferences.***—Among the men who use pajamas, about two-thirds said they had worn only cotton during the 2-year period previous to the interview. A fourth said they had used both cotton and rayon pajamas and 5 percent said they had used only rayon within that time. No regional differences were evident, in this respect (table 177).

As shown in connection with other items, experience with a fiber and fiber preference were closely related. Almost 9 in 10 of those pajama wearers who had had cotton pajamas only, in the preceding 2 years, gave a preference for that fiber. The number that had had recent experience only with rayon was too small for much statistical significance, but they also show the same pronounced tendency to favor the fiber they have been using. The case is different among the users of pajamas who had worn both cotton and rayon garments within the previous 2 years. More than a third of these men expressed a preference for cotton, about one-fourth favored rayon, and nearly two in five said the fiber made no difference as far as they were concerned (table 178).

***Who selects men's pajamas?***—With the exception of robes, fewer men indicated they selected their own pajamas than was the case with any other of the items of clothing covered in this study.

Nevertheless, approximately half the men who wear pajamas said they selected the garments themselves. Slightly over a third said

their wives either selected or helped to select the pajamas they wear (table 179).

In summary, it would seem that there may be a considerable potential market for pajamas since about half the men in the sample for the United States apparently did not use these garments.

## Robes [28]

***Ownership of robes.***—Slightly more than half the men in the United States sample said they owned either bathrobes or lounging robes. Urban areas had a far greater proportion of men who reported owning them than did rural areas and men in the North were more likely to report them than those in the South (table 180).

Among the men who said they owned robes, 70 percent said they had only one but 30 percent reported at least two. Only 7 percent had more (table 181).

Income, education, and age were all associated with robe ownership, according to the findings. In the upper income group, 7 in 10 men reported owning robes compared with only one-third of those in the low-income bracket. More than 8 in 10 college-trained men said they owned robes contrasted with 35 percent of those with only a grammar-school background. The association of age with ownership was less evident but considerably fewer men under 25 years said they owned these articles than was true among the older men (tables 182–184).

***Fibers men mentioned as preferred for robes.***—Wool was preferred more than any other fiber for use in robes, although there was considerable divergence of opinion among the owners. Whereas 32 percent of the men owning robes chose wool, half as many expressed a preference for a mixture of fibers, and slightly smaller proportions chose cotton (13 percent) and rayon (12 percent). Fifteen percent of the owners said the particular fiber used in a robe made no difference to them. No significant regional differences in fiber preferences showed in the findings other than a slight tendency for robe owners in the North to give a greater preference for wool (table 185).

The finding showed a slight relation between fiber preferences involving cotton and wool. More upper income owners favored wool than lower income men, while a few more of the latter gave a preference for cotton than in the higher income group. But the apparent relation was so slight that no cross-break tabulation is given. Little or no association was shown with either education or age where fiber preferences were concerned.

***Reasons given for fiber preferences in robes.***—The opinions men have regarding the relative comfort and appearance of each of the competing fibers seem to play a larger part in their fiber preferences than any other factors, when it comes to robes.

Wool was stated as preferred for one main reason—greater warmth—which was mentioned by 77 percent of the men who selected it.

Those who preferred rayon, on the other hand, most often spoke of nice appearance of rayon robes; more than half advanced this reason for their preference. Second most frequently mentioned reason was the comfort characteristic; men said it felt good next to the skin and was cool for summer wear.

[28] Included in this category are all types of bath and lounging robes.

Men who preferred cotton robes mentioned factors of comfort most often, almost half of them adducing such reasons. Mainly they said they thought cotton was generally comfortable, was cool for summer wear, and felt good to the skin. The next most frequent reason was good laundering qualities and the fact that cotton robes can be easily washed (table 186).

***Opinions men have about disadvantages of certain fibers in robes.***—Robe owners who expressed a preference for a fiber other than wool said it was almost entirely on the grounds of comfort; they thought wool was too warm and did not feel good against the skin. Those who said they liked some other fiber than rayon also mainly mentioned comfort, saying they thought rayon not warm enough for their needs. However, almost a fourth of these men said they had never worn a rayon robe. Men who preferred a fiber other than cotton in their robes also spoke chiefly of comfort, saying that cotton was not warm enough for them. Secondarily, to these men the appearance of cotton robes both before and after wearing was not attractive; they remarked that robes made of this fiber did not look dressy, would wrinkle, and did not hold their shape (table 187).

Since the factor of comfort, referring mainly to warmth or coolness of a robe, was so emphasized in the reasons for preference and nonpreference, it is apparent that the owners of robes have quite different requirements in mind. Those who want a robe that will be warm preferred wool; whereas those who like to have a lightweight robe preferred either cotton or rayon. If the appearance is also important to them, they were most likely to choose rayon, while if the launderability of the robe is important, they were more likely to select cotton. Even though robes apparently serve very different purposes for various owners, most men have only one. Only 3 out of every 10 owners reported having more than one. For the remaining 7 out of 10, this one robe has to serve several uses. Here again it would seem there is a large potential market, especially if the differences in function of different types of robes and the possible satisfaction of having different robes for different purposes are emphasized.

***Relation indicated between previous experience with specific fibers and fiber preference.***—Half the owners of robes in the United States sample indicated they had had experience with all-wool robes, while only 30 percent said they had had a robe made of cotton, in the preceding 2 years. Experience with robes made of mixtures or of rayon had been even more limited, with only 22 percent of the owners reporting they had had a robe made of mixed fibers and 20 percent saying they had used rayon robes in the 2-year period before the study took place (table 188).

Regardless of whether they had had experience with robes made of other fibers during this period, most of the men who said they had worn wool expressed a preference for it. Similarly, men who had worn rayon favored that fiber; those who had used cotton stated a preference for it; and men who had had experience with a fiber mixture gave a majority preference for mixed fibers. A sizable number of each group, however, professed indifference to the fiber of which their robes were made (table 189).

The relation between experience and preference is more evident among those who reported having worn robes made of one fiber only. A large majority, 65 to 76 percent, in each case expressed a preference

for the one fiber with which they had had recent experience. In the case of the smaller group who said they had worn robes made of cotton as well as of wool within the previous 2 years, wool was preferred by a larger proportion (30 percent) than was cotton (14 percent). More than a third of this group indicated a dual preference, selecting wool for winter use and cotton for summer. But there was again a sizable number who said they had no particular fiber preference (table 190).

***Who selects men's robes?*** — According to this survey a robe is less likely to have been selected by its owner than any other item of men's apparel covered in this survey. Only 43 percent of the owners said they had selected their own robes and more than one-third indicated their wives either selected or helped to select them. Almost a fifth of the owners stated that someone other than their wives or mothers had selected their robes; most of these robes had been gifts (table 191).

## Raincoats

***Ownership of raincoats.***—Six out of every ten interviewed men reported that they owned either a raincoat or a water-repellent or water-resistant coat. An additional small group, 9 percent of the sample, reported that they had a special coat of some kind to wear when it rains, including leather jackets, and old topcoats. The only variation among men living in different parts of the country was shown in the case of men in the urban South, slightly more of whom said they owned raincoats than did men in the rural South or the North. Except in the urban South, more than a fourth of the men in the United States sample and in each region said they did not have any kind of raincoat (table 192).

This is in striking contrast to the extent of ownership among women of special coats for rainy weather. Only 28 percent of women in the United States sample owned such coats in 1946 and 72 percent either used other types of coats or none.[29]

Marked association seemed to be indicated between education and ownership of these garments. A little more than half the men with only grammar-school training said they owned raincoats. Ownership rises to 62 percent of the men with not more than high-school education and to 78 percent of those with college background (table 193).

In contrast to education, income showed a rather weak association with the ownership of a raincoat or its substitute. Higher income men were only slightly more likely to own raincoats than were those with low incomes, according to the findings (table 194).

The same strong relation of education and relatively weak association of income with the use of raincoats also appeared in the study of women's preferences cited above.[30]

It does not seem likely that this double case is unique with raincoats. The findings simply point up the desirability of exploring separately the possible associations of income and education with other factors such as ownership, preferences, and the like, in spite of the supposedly high correlation between education and income. Although such a correlation evidently does exist, there is evidence that it is not high enough to permit accurate predictions of income from data on educational achievement, or vice versa.

[29] See footnote 2, p. 1 (p. 24).
[30] See footnote 2, p. 1 (p. 80).

# APPENDIX

## Guide to Tables


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## Tables

Table 10.—*Replies to the question: "About how many business (dress) shirts do you happen to own at the present time?"*

| Number owned | Percentage of men who owned business (dress) shirts | | | | |
|---|---|---|---|---|---|
| | United States | North, urban | North, rural | South, urban | South, rural |
| | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* |
| 1 to 2 | 8 | 3 | 12 | 8 | 18 |
| 3 to 4 | 20 | 12 | 26 | 19 | 39 |
| 5 to 6 | 24 | 22 | 29 | 24 | 22 |
| 7 to 10 | 23 | 28 | 20 | 23 | 11 |
| 11 to 15 | 16 | 21 | 8 | 16 | 7 |
| 16 or more | 8 | 12 | 5 | 9 | 2 |
| Not ascertained | 1 | 2 | (1) | 1 | 1 |
| Total | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 2, 123 | 1, 063 | 397 | 576 | 375 |

[1] Less than 1 percent.

TABLE 11.—*Relation between occupation and number of business shirts owned*

| Number owned | Occupation of owners of business shirts [1] | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Professional persons | Self-employed | White collar workers | Skilled and semiskilled workers | Unskilled workers | Farmers | Retired | Dependents [2] |
| | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* |
| 1 to 2 | 1 | 2 | 1 | 4 | 9 | 20 | 16 | 13 |
| 3 to 4 | 2 | 4 | 8 | 20 | 25 | 39 | 24 | 35 |
| 5 to 6 | 12 | 20 | 19 | 27 | 27 | 25 | 25 | 21 |
| 7 to 10 | 20 | 25 | 28 | 29 | 24 | 12 | 12 | 21 |
| 11 to 15 | 34 | 28 | 28 | 13 | 11 | 3 | 14 | 6 |
| 16 or more | 30 | 20 | 15 | 6 | 3 | ------ | 6 | 4 |
| Not ascertained | 1 | 1 | 1 | 1 | 1 | 1 | 3 | ------ |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 131 | 274 | 231 | 399 | 518 | 291 | 121 | 99 |

[1] The occupation of 59 owners was not ascertained; they are omitted from all tables of cross correlation with occupation.

[2] "Dependents" refers mainly to teen-age boys although it includes a few elderly family members who were men.

TABLE 12.—*Relation between income and number of business shirts owned* [1]

| Number owned | Income of men who owned business shirts [2] | | |
|---|---|---|---|
| | Lower group | Middle group | Upper group |
| | *Per-cent* | *Per-cent* | *Per-cent* |
| 1 to 2 | 16 | 3 | 3 |
| 3 to 4 | 29 | 18 | 12 |
| 5 to 6 | 28 | 24 | 18 |
| 7 to 10 | 15 | 30 | 27 |
| 11 to 15 | 9 | 19 | 21 |
| 16 or more | 2 | 5 | 18 |
| Not ascertained | 1 | 1 | 1 |
| Total | 100 | 100 | 100 |
| Number of cases | 733 | 597 | 686 |

[1] Income was not ascertained in 115 cases which are omitted from all tables of cross correlation with income.

[2] For purposes of comparison, the annual family income distribution for the United States for 1947 was divided into thirds—lower, middle, and upper. The lower third includes those with annual incomes of $2,460 and under, the middle third those with annual incomes of $2,461 to $3,659, and the upper third those with annual incomes of $3,659 and over. These 3 groups have been used for all comparisons based on income.

TABLE 13.—*Relation between age and number of business shirts owned*

| Number owned | Age of men who owned business shirts [1] | | | | | |
|---|---|---|---|---|---|---|
| | 16 to 19 years | 20 to 24 years | 25 to 29 years | 30 to 44 years | 45 to 54 years | 55 years and over |
| | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* |
| 1 to 2 | 13 | 6 | 4 | 6 | 9 | 11 |
| 3 to 4 | 43 | 23 | 12 | 17 | 16 | 24 |
| 5 to 6 | 18 | 30 | 24 | 23 | 20 | 26 |
| 7 to 10 | 18 | 22 | 31 | 25 | 24 | 16 |
| 11 to 15 | 5 | 14 | 19 | 18 | 18 | 14 |
| 16 or more | 2 | 4 | 10 | 10 | 11 | 7 |
| Not ascertained | 1 | 1 | (2) | 1 | 2 | 2 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 116 | 187 | 222 | 719 | 377 | 488 |

[1] Age was not ascertained in 15 cases which are omitted from all tables of cross correlation with age.

[2] Less than 1 percent.

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TABLE 14.—*Replies to the question: "When did you get the last business shirt?"*

| Replies | Percentage of men who owned business shirts | | | | |
|---|---|---|---|---|---|
| | United States | North, urban | North, rural | South, urban | South, rural |
| | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* |
| During 1948 | 47 | 48 | 39 | 54 | 48 |
| During 1947 | 38 | 37 | 42 | 35 | 39 |
| During 1945 or 1946 | 8 | 8 | 11 | 6 | 7 |
| Before 1945 | 3 | 4 | 4 | 2 | 2 |
| Not ascertained | 4 | 3 | 4 | 3 | 4 |
| Total | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 2, 123 | 1, 063 | 397 | 576 | 375 |

TABLE 15.—*Replies to the question: "What do you think are the most important things to look for in buying a business shirt?"* [1]

| Replies | Percentage of men who owned business shirts | | | | |
|---|---|---|---|---|---|
| | United States | North, urban | North, rural | South, urban | South, rural |
| | *Percent* [2] | *Percent* [2] | *Percent* [2] | *Percent* [2] | *Percent* [2] |
| Style and construction features | 52 | 57 | 45 | 51 | 46 |
| Shape of collar | 29 | 35 | 20 | 25 | 22 |
| Style of cuffs | 5 | 6 | 5 | 4 | 4 |
| Permanently stiffened collar | 5 | 4 | 5 | 6 | 5 |
| Pocket style, number of pockets | 4 | 2 | 2 | 4 | 8 |
| Collar that lies flat | 3 | 4 | 5 | 3 | 1 |
| Soft collar | 3 | 3 | 4 | 4 | 2 |
| Attached collar | 1 | 2 | 1 | 1 | 2 |
| Style or appearance, unspecified | 13 | 11 | 12 | 14 | 16 |
| Size and fit | 48 | 48 | 52 | 48 | 45 |
| Correct sleeve size | 19 | 21 | 21 | 18 | 14 |
| Correct collar size | 10 | 12 | 10 | 9 | 8 |
| Good body fit | 8 | 8 | 10 | 6 | 8 |
| Long tails | 7 | 6 | 8 | 9 | 7 |
| Good fit, unspecified | 15 | 13 | 17 | 16 | 17 |
| Materials | 46 | 44 | 42 | 45 | 56 |
| Particular weave of cloth; broadcloth, Oxford cloth, etc. | 12 | 13 | 8 | 12 | 12 |
| Cotton material | 7 | 5 | 8 | 6 | 10 |
| Hard finish, closely-woven material | 6 | 6 | 4 | 6 | 8 |
| Smooth, soft material | 2 | 3 | 2 | 3 | 2 |
| Thin, lightweight material | 2 | 1 | 1 | 2 | 3 |
| Specific fibers other than cotton | 1 | 1 | 1 | 2 | 2 |
| Good material, unspecified | 21 | 20 | 19 | 17 | 21 |

See footnotes at end of table.

TABLE 15.—*Replies to the question: "What do you think are the most important things to look for in buying a business shirt?"* [1]—Continued

| Replies | Percentage of men who owned business shirts | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | United States | | North, urban | | North, rural | | South, urban | | South, rural | |
| | *Percent* | | *Percent* | | *Percent* | | *Percent* | | *Percent* | |
| Desirable color or pattern | --- | 25 | --- | 25 | --- | 26 | --- | 18 | --- | 26 |
| White | 9 | | 10 | | 7 | | 6 | | 11 | |
| Striped or checked shirt | 1 | | 1 | | 1 | | 1 | | 2 | |
| Color unspecified | 15 | | 14 | | 18 | | 11 | | 13 | |
| Specific brand of shirt | --- | 18 | --- | 21 | --- | 12 | --- | 26 | --- | 11 |
| Laundering characteristics | --- | 17 | --- | 17 | --- | 17 | --- | 22 | --- | 12 |
| Preshrunk, shrink-resistant | 6 | | 7 | | 6 | | 6 | | 4 | |
| Durable in laundering [3] | 3 | | 3 | | 2 | | 3 | | 1 | |
| Color-fast; won't fade [4] | 3 | | 2 | | 3 | | 7 | | 3 | |
| Looks nice after laundering | 2 | | 2 | | 3 | | 3 | | 2 | |
| Can be ironed easily, nicely | 1 | | 2 | | 1 | | 1 | | 1 | |
| Good laundering qualities, unspecified | 2 | | 2 | | 3 | | 4 | | 1 | |
| Price—inexpensive, good value for the money | --- | 13 | --- | 12 | --- | 16 | --- | 17 | --- | 14 |
| Durability, good wearing qualities of shirt | --- | 13 | --- | 14 | --- | 10 | --- | 15 | --- | 10 |
| Workmanship | --- | 10 | --- | 10 | --- | 8 | --- | 16 | --- | 10 |
| Well-made seams, strong seams [3] | 3 | | 3 | | 3 | | 6 | | 2 | |
| Firmly sewed buttons [3] | 2 | | 2 | | 1 | | 3 | | 4 | |
| Good workmanship, unspecified | 6 | | 5 | | 5 | | 7 | | 4 | |
| Miscellaneous | --- | 1 | --- | 1 | --- | 2 | --- | 1 | --- | 1 |
| Not ascertained | --- | 3 | --- | 3 | --- | 5 | --- | 3 | --- | 2 |
| Number of cases | 2, 123 | | 1, 063 | | 397 | | 576 | | 375 | |

[1] So far as possible in the process of analyzing answers, the general categories shown in this table have been made mutually exclusive. In cases where this was not possible, there is probably overlap. Thus, men who mentioned quality and kind of material without elaboration may have had in mind durability or laundering characteristics of such fabrics, while those mentioning durability without further explanation may have had in mind durability in laundering, sturdy construction features, and long-wearing fabrics.

[2] Percentages add to more than their subtotals and these add to more than 100 because many mentioned more than 1 desirable feature they look for in buying a business shirt.

[3] All these factors are also aspects of general durability.

[4] Not all who mentioned color fastness or fading explained whether they were concerned with colors fast to washing or colors fast to light. It seemed most likely that most answers referred to the laundering process.

TABLE 16.—*Relation between income and opinions of owners of business shirts as to the most important things to look for in buying a shirt* [1]

| Desired characteristics | Income of men who owned business shirts | | |
|---|---|---|---|
| | Lower group | Middle group | Upper group |
| | *Percent* | *Percent* | *Percent* |
| Style and construction features | 46 | 56 | 57 |
| Size and fit | 46 | 47 | 52 |
| Material | 45 | 47 | 47 |
| Desirable color or pattern | 30 | 23 | 22 |
| Laundering characteristics | 13 | 18 | 20 |
| Price inexpensive—good value for the money | 13 | 14 | 13 |
| Durability, good wearing qualities of shirt | 12 | 15 | 12 |
| Specific brand of shirt | 11 | 20 | 26 |
| Workmanship | 9 | 13 | 10 |
| Miscellaneous | 1 | 2 | 2 |
| Not ascertained | 4 | 2 | 2 |
| Number of cases | 733 | 597 | 686 |

[1] Percentages add to more than 100 because many mentioned more than 1 desirable feature they look for in buying a business shirt.

TABLE 17.—*Relative importance of six selected factors as pointed out by men, in relation to buying a business shirt*

| Factors shown in checklist | Percentage of men who owned business shirts | | | | |
|---|---|---|---|---|---|
| | United States | North, urban | North, rural | South, urban | South, rural |
| | *Percent* [1] | *Percent* [1] | *Percent* [1] | *Percent* [1] | *Percent* [1] |
| Fits well—has sleeves of right length for your arm, is right size | 72 | 72 | 76 | 68 | 71 |
| Stands washing well, looks nice after being washed, won't fade in washing, won't shrink much | 70 | 66 | 77 | 73 | 73 |
| Is made of material that wears well, and stands up well | 49 | 49 | 50 | 49 | 49 |
| Has shape of collar you want—style of collar you like | 43 | 49 | 35 | 43 | 38 |
| Is well-made, with buttons sewed on well, good seams, etc | 38 | 34 | 39 | 36 | 47 |
| Is a certain name or brand of shirt—made by a particular company | 22 | 24 | 19 | 26 | 16 |
| Not ascertained | 6 | 6 | 4 | 5 | 6 |
| Number of cases | 2, 123 | 1, 063 | 397 | 576 | 375 |

[1] Percentages add to more than 100 as most men chose 3 items from the checklist.

TABLE 18.—*Relation between income and relative importance of six factors as selected by men in buying a business shirt*

| Factors shown in the checklist | Income of men who owned business shirts | | |
|---|---|---|---|
| | Lower group | Middle group | Upper group |
| | *Percent* [1] | *Percent* [1] | *Percent* [1] |
| Stands washing well, looks nice after being washed, won't fade in washing, won't shrink much | 77 | 72 | 64 |
| Fits well—has sleeves of right length for your arm, is right size | 72 | 70 | 74 |
| Is made of material that wears well, and stands up well | 52 | 49 | 45 |
| Is well-made, with buttons sewed on well, good seams, etc | 42 | 34 | 36 |
| Has shape of collar you want—style of collar you like | 34 | 48 | 51 |
| Is a certain name or brand of shirt—made by a particular company | 16 | 25 | 27 |
| Not ascertained | 7 | 2 | 3 |
| Number of cases | 733 | 597 | 686 |

[1] Percentages add to more than 100 as most men chose 3 items from the checklist.

TABLE 19.—*Replies to the question: "Have there been any things about some of the business shirts you have had that you didn't like?"*

| Replies | Percentage of men who owned business shirts | | | | |
|---|---|---|---|---|---|
| | United States | North, urban | North, rural | South, urban | South, rural |
| | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* |
| Yes | 50 | 51 | 54 | 49 | 40 |
| No | 50 | 49 | 46 | 51 | 60 |
| Total | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 2, 123 | 1, 063 | 397 | 576 | 375 |

TABLE 20.—*(If have complaints about business shirts) replies to the question: "What were the things that you didn't like about your business shirt?"*

| Replies | Percentage of men who had complaints about business shirts | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | United States | | North, urban | | North, rural | | South, urban | | South, rural | |
| | *Percent* [1] | | *Percent* [1] | | *Percent* [1] | | *Percent* [1] | | *Percent* [1] | |
| Size and fit | | 50 | | 43 | | 61 | | 51 | | 54 |
| Sleeves did not fit | 18 | | 17 | | 25 | | 13 | | 21 | |
| Tails too short | 15 | | 13 | | 17 | | 16 | | 15 | |
| Body of shirt did not fit | 9 | | 7 | | 10 | | 11 | | 9 | |
| Collars did not fit | 5 | | 5 | | 4 | | 6 | | 5 | |
| Sizes were of unsatisfactory proportions | 5 | | 4 | | 7 | | 7 | | 5 | |
| Poor fit, unspecified | 4 | | 3 | | 5 | | 5 | | 5 | |
| Style and construction features | | 32 | | 32 | | 33 | | 26 | | 31 |
| Collar not right shape | 14 | | 16 | | 13 | | 13 | | 14 | |
| Collar curled, did not lie flat | 6 | | 5 | | 8 | | 7 | | 3 | |
| Cuffs not desired style | 3 | | 4 | | 3 | | 2 | | 2 | |
| Had stiff collar | 3 | | 3 | | 5 | | 1 | | 2 | |
| Had soft collar | 1 | | (2) | | 1 | | | | 1 | |
| Pockets unsatisfactory | 2 | | 2 | | 1 | | 1 | | 4 | |
| Poor style and construction, unspecified | 6 | | 8 | | 4 | | 4 | | 8 | |
| Laundering characteristics | | 18 | | 19 | | 16 | | 22 | | 15 |
| Not shrink-resistant | 9 | | 10 | | 10 | | 8 | | 4 | |
| Not durable in laundering | 3 | | 4 | | 1 | | 4 | | 3 | |
| Not color-fast | 4 | | 2 | | 3 | | 7 | | 6 | |
| Could not be ironed easily or well | 2 | | 2 | | 2 | | 1 | | 1 | |
| Poor laundering qualities, unspecified | 2 | | 2 | | 1 | | 3 | | 2 | |
| Durability and workmanship on shirt [3] | | 14 | | 16 | | 10 | | 17 | | 13 |
| Buttons poorly sewed | 4 | | 4 | | 4 | | 3 | | 3 | |
| Seams poorly made | 4 | | 4 | | 4 | | 6 | | 2 | |
| Durability and workmanship, unspecified | 8 | | 10 | | 3 | | 9 | | 8 | |
| Poor quality of material | | 13 | | 14 | | 9 | | 16 | | 11 |
| High prices of shirts | | 4 | | 4 | | 4 | | 6 | | 2 |
| Color of available shirts | | 3 | | 2 | | 3 | | 1 | | 6 |
| Miscellaneous | | 3 | | 4 | | 4 | | 3 | | 1 |
| Not ascertained | | 1 | | 1 | | (2) | | 1 | | 1 |
| Number of cases | | 1,049 | | 545 | | 213 | | 283 | | 149 |

[1] Percentages add to more than their subtotals and these add to more than 100 because many mentioned more than 1 complaint.

[2] Less than 1 percent.

[3] Complaints about durability of a shirt and workmanship on it were combined as it was frequently impossible to distinguish between the 2 kinds of complaints, as in the following: "The seams were so badly sewed it fell apart after I wore it a few times."

TABLE 21.—*Replies to the question: "What size shirt do you wear?"*

| Replies | Percentage of men who owned business shirts | | | | |
|---|---|---|---|---|---|
| | United States | North, urban | North, rural | South, urban | South, rural |
| | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* |
| Gave both collar and sleeve size | 74 | 84 | 63 | 78 | 55 |
| Gave collar size only | 24 | 15 | 34 | 21 | 43 |
| Unable to give either collar or sleeve size | 1 | (1) | 2 | 1 | 1 |
| Not ascertained | 1 | 1 | 1 | (1) | 1 |
| Total | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 2, 123 | 1, 063 | 397 | 576 | 375 |

[1] Less than 1 percent.

TABLE 22.—*Relation between complaints about size and fit of business shirts and knowledge of shirt size*

| Knowledge of size | Percentage of owners of business shirts with complaints about— | |
|---|---|---|
| | Size and fit of shirts | Fit of sleeves |
| | *Percent* | *Percent* |
| Gave both collar and sleeve size | 76 | 67 |
| Unable to give both collar and sleeve size | 24 | 33 |
| Total | 100 | 100 |
| Number of cases | 521 | 189 |

TABLE 23.—*Replies to the question: "In buying a business shirt, would you rather have one made of cotton or one made of rayon, or something else?"*

| Replies | Percentage of men who owned business shirts | | | | |
|---|---|---|---|---|---|
| | United States | North, urban | North, rural | South, urban | South, rural |
| | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* |
| Prefer cotton | 67 | 67 | 58 | 77 | 68 |
| Prefer rayon | 16 | 14 | 22 | 12 | 17 |
| Prefer something else | 4 | 4 | 5 | 3 | 3 |
| Fiber doesn't make any difference | 10 | 11 | 13 | 7 | 10 |
| Not ascertained | 3 | 4 | 2 | 1 | 2 |
| Total | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 2, 123 | 1, 063 | 397 | 576 | 375 |

TABLE 24.—*Relation between education and fiber preference in business shirts*

| Fiber preference | Educational background of men who owned business shirts [1] | | |
|---|---|---|---|
| | None or grammar school | High school | College |
| | *Percent* | *Percent* | *Percent* |
| Cotton | 60 | 67 | 83 |
| Rayon | 22 | 15 | 6 |
| Something else | 3 | 4 | 4 |
| Fiber doesn't make any difference | 12 | 10 | 7 |
| Not ascertained | 3 | 4 | (2) |
| Total | 100 | 100 | 100 |
| Number of cases | 813 | 937 | 356 |

[1] Education was not ascertained in 19 cases which are omitted from all tables of cross correlation with education.

[2] Less than 1 percent.

TABLE 25.—*Relation between income and fiber preference in business shirts*

| Fiber preference | Income of men who owned business shirts | | |
|---|---|---|---|
| | Lower group | Middle group | Upper group |
| | *Percent* | *Percent* | *Percent* |
| Cotton | 61 | 70 | 72 |
| Rayon | 20 | 16 | 12 |
| Something else | 3 | 3 | 4 |
| Fiber doesn't make any difference | 13 | 9 | 8 |
| Not ascertained | 3 | 2 | 4 |
| Total | 100 | 100 | 100 |
| Number of cases | 733 | 597 | 686 |

TABLE 26.—*Relation between occupation and fiber preference in business shirts*

| Fiber preference | Occupation of men who owned business shirts | | | |
|---|---|---|---|---|
| | Professional persons | Self-employed | White collar workers | Skilled and semi-skilled workers |
| | *Percent* | *Percent* | *Percent* | *Percent* |
| Cotton | 84 | 71 | 74 | 68 |
| Rayon | 6 | 14 | 15 | 17 |
| Something else | 3 | 6 | 1 | 5 |
| Fiber doesn't make any difference | 5 | 7 | 6 | 6 |
| Not ascertained | 2 | 2 | 4 | 4 |
| Total | 100 | 100 | 100 | 100 |
| Number of cases | 131 | 274 | 231 | 399 |

Table continued on next page.

TABLE 26.—*Relation between occupation and fiber preference in business shirts*—Continued

| Fiber preference | Occupation of men who owned business shirts | | | |
|---|---|---|---|---|
| | Unskilled workers | Farmers | Retired | Dependents |
| | *Percent* | *Percent* | *Percent* | *Percent* |
| Cotton | 67 | 65 | 69 | 63 |
| Rayon | 20 | 20 | 14 | 21 |
| Something else | 3 | 4 | 3 | 2 |
| Fiber doesn't make any difference | 7 | 10 | 12 | 9 |
| Not ascertained | 3 | 1 | 2 | 5 |
| Total | 100 | 100 | 100 | 100 |
| Number of cases | 518 | 291 | 121 | 99 |

TABLE 27.—*Relation between age and fiber preference in business shirts*

| Fiber preference | Age of men who owned business shirts | | | | | |
|---|---|---|---|---|---|---|
| | 16 to 19 years | 20 to 24 years | 25 to 29 years | 30 to 44 years | 45 to 54 years | 55 years and over |
| | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* |
| Cotton | 52 | 61 | 71 | 73 | 67 | 64 |
| Rayon | 26 | 20 | 16 | 13 | 16 | 16 |
| Something else | 4 | 7 | 3 | 2 | 5 | 3 |
| Fiber doesn't make any difference | 13 | 10 | 7 | 10 | 8 | 14 |
| Not ascertained | 5 | 2 | 3 | 2 | 4 | 3 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 116 | 187 | 222 | 719 | 377 | 488 |

TABLE 28.—*Reasons men give for preferring business shirts made of cotton or rayon*

| Reasons | Percentage of men who preferred cotton | | Percentage of men who preferred rayon | |
|---|---|---|---|---|
| | *Percent* [1] | | *Percent* [1] | |
| Laundering characteristics | | 43 | | 21 |
| Looks nice after laundering | 12 | | 8 | |
| Can be ironed more easily | 5 | | 3 | |
| Stands up well in laundering | 5 | | 1 | |
| Can be starched | 5 | | (2) | |
| Is cheaper to keep clean | 3 | | 1 | |
| Doesn't shrink | 1 | | 2 | |
| Good laundering qualities, unspecified | 18 | | 7 | |
| Durability—better wearing qualities | | 28 | | 21 |
| Comfort | | 21 | | 37 |
| Is cool | 9 | | 20 | |
| Feels good next to the skin | 7 | | 15 | |
| Hangs better | 3 | | 1 | |
| Is comfortable, unspecified | 4 | | 3 | |
| Appearance | | 18 | | 42 |
| Looks dressy | 4 | | 17 | |
| Is shiny, silky-looking | (2) | | 5 | |
| Is not too shiny | 2 | | | |
| Has a nice appearance, unspecified | 12 | | 21 | |
| Appearance after wearing | | 13 | | 11 |
| Doesn't wrinkle easily | 5 | | 7 | |
| Holds its shape | 4 | | 3 | |
| Keeps a good appearance after wearing, unspecified | 4 | | 1 | |
| Habit—have always worn cotton | | 8 | | |
| Price—is less expensive | | 4 | | 1 |
| Miscellaneous | | 3 | | 4 |
| Not ascertained | | 6 | | 6 |
| Number of cases | | 1, 425 | | 339 |

[1] Percentages add to more than their subtotals and these add to more than 100 because many men gave more than 1 reason.

[2] Less than 1 percent.

TABLE 29.—*Replies to the question: "What is it that you don't care for about a business shirt made of rayon?"*

| Replies | Percentage of men who preferred cotton | |
|---|---|---|
| | *Percent* [1] | |
| Appearance | | 20 |
| Too shiny, glossy, silky | 6 | |
| Too dressy, too fancy | 4 | |
| Not dressy, is mostly for casual wear | 4 | |
| Is a woman's material | 1 | |
| Doesn't have nice appearance, unspecified | 5 | |
| Appearance after wearing | | 19 |
| Wrinkles too quickly | 10 | |
| Doesn't hold shape well; gets baggy | 7 | |
| Doesn't keep good appearance, unspecified | 2 | |
| Laundering characteristics | | 18 |
| Is difficult to iron | 3 | |
| Doesn't look nice after laundering | 3 | |
| Costs more to keep clean—has to be dry-cleaned | 2 | |
| Cannot be starched | 2 | |
| Fades | 1 | |
| Does not stand up well in laundering | 2 | |
| Is less satisfactory in laundering, unspecified | 5 | |
| Comfort | | 15 |
| Doesn't stay in place, crawls, slippery | 5 | |
| Doesn't absorb perspiration, clings to body | 5 | |
| Doesn't feel good next to skin, isn't soft | 4 | |
| Is not cool | 2 | |
| Not comfortable, unspecified | 1 | |
| Durability | | 12 |
| Pulls and frays at seams | 2 | |
| Is less durable, unspecified | 10 | |
| Price—is too expensive | | 4 |
| Miscellaneous | | 3 |
| No objection to rayon | | 3 |
| Unfamiliar with rayon business shirts | | 18 |
| Not ascertained | | 11 |
| Number of cases | | 1,423 |

[1] Percentages add to more than their subtotals and these add to more than 100 because many men mentioned more than 1 reason for not caring for a rayon business shirt.

TABLE 30.—*Replies to the question: "What is it that you don't care for about a business shirt made of cotton?"*

| Replies | Percentage of men who preferred rayon | |
|---|---|---|
| | *Percent* [1] | |
| Appearance | | 24 |
| Is not dressy | 13 | |
| Is cheap looking | 3 | |
| Doesn't have a nice appearance, unspecified | 9 | |
| Comfort | | 20 |
| Is not cool | 8 | |
| Doesn't feel good next to skin | 7 | |
| Doesn't absorb perspiration | 2 | |
| Is not comfortable, unspecified | 4 | |
| Laundering characteristics | | 16 |
| Doesn't look nice after laundering | 3 | |
| Shrinks | 3 | |
| Is difficult to iron | 2 | |
| Doesn't stand up well in laundering | 2 | |
| Fades | 2 | |
| Is less satisfactory in laundering, unspecified | 4 | |
| Appearance after wearing | | 14 |
| Wrinkles too quickly | 7 | |
| Doesn't hold shape | 4 | |
| Collars wilt | 1 | |
| Doesn't keep a good appearance, unspecified | 3 | |
| Durability—does not wear well | | 13 |
| Is too expensive | | 1 |
| Miscellaneous | | 3 |
| No objection to cotton | | 9 |
| Unfamiliar with cotton business shirts | | 3 |
| Not ascertained | | 17 |
| Number of cases | | 339 |

[1] Percentages add to more than their subtotals and these add to more than 100 because many gave more than 1 reason.

TABLE 31.—*Replies to the question: "Within the last 2 years have you worn a business shirt made of cotton, rayon, or a mixture?"*

| Replies | Percentage of men who owned business shirts | | | | |
|---|---|---|---|---|---|
| | United States | North, urban | North, rural | South, urban | South, rural |
| | *Percent* [1] | *Percent* [1] | *Percent* [1] | *Percent* [1] | *Percent* [1] |
| Cotton business shirt | 90 | 90 | 89 | 94 | 89 |
| Rayon business shirt | 36 | 34 | 40 | 33 | 36 |
| Business shirt made of a fiber mixture | 1 | 3 | 2 | 1 | 2 |
| Don't know | 2 | 2 | 2 | 1 | 1 |
| Not ascertained | 1 | 2 | 1 | 1 | 1 |
| Number of cases | 2, 123 | 1, 063 | 397 | 576 | 375 |

[1] Percentages add to more than 100 because some had worn shirts made of each of these fibers within the preceding 2 years.

TABLE 32.—*Relation between fiber experience in business shirts and fiber preference*

| Fiber preference | Percentage of men who within the preceding 2 years had worn shirts made of— [1] | |
|---|---|---|
| | Cotton | Rayon |
| | *Percent* | *Percent* |
| Cotton | 72 | 39 |
| Rayon | 14 | 44 |
| Other fiber | 2 | 3 |
| Fiber doesn't make any difference | 9 | 11 |
| Don't know | 3 | 3 |
| Total | 100 | 100 |
| Number of cases | 1, 917 | 757 |

[1] Included in each of these groups are all the men who had worn business shirts made of, for example, cotton, regardless of whether they had also worn business shirts made of other fibers.

TABLE 33.—*Relation between experience with specific fibers in business shirts and fiber preference*

| Fiber preference | Percentage of men who within the preceding 2 years had worn— | | |
|---|---|---|---|
| | Business shirts of cotton only | Business shirts of rayon only | Business shirts of cotton and of rayon |
| | *Percent* | *Percent* | *Percent* |
| Cotton | 85 | 1 | 52 |
| Rayon | 3 | 81 | 31 |
| Something else | 3 | 3 | 3 |
| Fiber doesn't make any difference | 8 | 11 | 12 |
| Not ascertained | 1 | 4 | 2 |
| Total | 100 | 100 | 100 |
| Number of cases | 1, 271 | 107 | 646 |

TABLE 34.—*Replies to the question: "If you had your choice between two of these business shirts that cost the same, that is both cost $—, and were the same style and fit, but one was cotton and the other rayon, which one would you buy?"* [1]

| Replies | Percentage of men who owned business shirts | | | | |
|---|---|---|---|---|---|
| | United States | North, urban | North, rural | South, urban | South, rural |
| | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* |
| Would buy cotton | 67 | 68 | 52 | 77 | 68 |
| Would buy rayon | 20 | 19 | 30 | 14 | 21 |
| Would not buy either | 1 | 1 | (2) | (2) | 1 |
| Fiber doesn't make any difference | 9 | 9 | 14 | 6 | 6 |
| Not ascertained | 3 | 3 | 4 | 3 | 4 |
| Total | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 2, 123 | 1, 063 | 397 | 576 | 375 |

[1] The price used in this question was the amount the owner had given in answer to the question: "When you buy a business shirt these days, about how much do you expect to pay for it—that is, the kind you would get?"

[2] Less than 1 percent.

TABLE 35.—*(If preferred cotton or rayon) Replies to the question: "Would you buy the other one if it cost less?"*

| Replies | Percentage of men who preferred [1] cotton business shirts | Replies | Percentage of men who preferred [1] rayon business shirts |
|---|---|---|---|
| | *Percent* | | *Percent* |
| Would buy rayon | 17 | Would buy cotton | 43 |
| Would not buy rayon | 83 | Would not buy cotton | 57 |
| Total | 100 | Total | 100 |
| Number of cases | 1,416 | Number of cases | 433 |

[1] See table 34.

TABLE 36.—*(If expressed willingness to buy a business shirt made of a nonpreferred fiber if it cost less than a shirt of the preferred fiber) Replies to the question: "How much less would it have to cost for you to be interested in buying it?"*

| Percent decrease of original price stated | Percentage of men who preferred business shirts of cotton but would buy rayon if it cost less | Percentage of men who preferred business shirts of rayon but would buy cotton if it cost less |
|---|---|---|
| | *Percent* | *Percent* |
| 9 percent or less | 4 | [1] |
| 19 percent or less | 27 | 16 |
| 29 percent or less | 72 | 64 |
| 39 percent or less | 87 | 83 |
| 49 percent or less | 92 | 90 |
| All men willing to buy at reduced price | 100 | 100 |
| Number of cases | 240 | 185 |

[1] Less than 1 percent.

TABLE 37.—*Replies to the question: "What colors do you like your business shirts to be?"*

| Replies | Percentage of men who owned business shirts | | | | |
|---|---|---|---|---|---|
| | United States | North, urban | North rural | South, urban | South, rural |
| | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* |
| Prefer white only | 48 | 54 | 40 | 45 | 45 |
| Prefer both white and colors | 31 | 28 | 30 | 37 | 32 |
| Prefer both solid colors and stripes | 16 | 13 | 24 | 13 | 20 |
| Miscellaneous | 2 | 2 | 4 | 2 | 2 |
| No preference | 2 | 2 | 2 | 1 | 1 |
| Not ascertained | 1 | 1 | ------- | 2 | ------- |
| Total | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 2, 123 | 1, 063 | 397 | 576 | 375 |

TABLE 38.—*Replies to the question: "Do you, yourself, select most of your business shirts or does someone else select most of them for you or help you select them?"*

| Replies | Percentage of men who owned business shirts | | | | |
|---|---|---|---|---|---|
| | United States | North, urban | North, rural | South, urban | South, rural |
| | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* |
| Owner selects most | 59 | 58 | 50 | 63 | 63 |
| Wife selects most | 23 | 25 | 24 | 23 | 17 |
| Mother selects most | 3 | 3 | 3 | 2 | 2 |
| Someone else selects most | 4 | 4 | 7 | 3 | 5 |
| Wife helps select most | 8 | 7 | 12 | 6 | 10 |
| Mother helps select most | 1 | 1 | 1 | 1 | 2 |
| Someone else helps select most | 1 | 1 | 2 | 1 | 1 |
| Not ascertained | 1 | 1 | 1 | 1 | ------- |
| Total | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 2, 123 | 1, 063 | 397 | 576 | 375 |

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TABLE 39.—*Replies to the question: "Do you have a summer sport shirt?"* [1]

| Replies | United States | North, urban | North, rural | South, urban | South, rural |
|---|---|---|---|---|---|
| | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* |
| Have summer sport shirt(s) and wear them | 62 | 72 | 51 | 64 | 42 |
| Have summer sport shirt(s), but do not wear them | 3 | 3 | 3 | 3 | 4 |
| Do not have summer sport shirts | 35 | 25 | 46 | 33 | 54 |
| Total | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 2, 203 | 1, 087 | 416 | 610 | 395 |

[1] The complete question asked was the following: "Do you have what we call a summer sport shirt, that is, a shirt with a collar that is usually worn open at the neck, and that is generally worn in the summertime?" Polo shirts, T-shirts, jerseys, etc., were not considered summer sport shirts.

TABLE 40.—*Replies to the question: "How many summer sport shirts do you happen to own at the present time?"*

| Number owned | Percentage of men who wore summer sport shirts | | | | |
|---|---|---|---|---|---|
| | United States | North, urban | North, rural | South, urban | South, rural |
| | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* |
| 1 to 2 | 18 | 11 | 28 | 12 | 39 |
| 3 to 4 | 31 | 30 | 35 | 30 | 33 |
| 5 to 6 | 28 | 34 | 19 | 28 | 14 |
| 7 to 10 | 14 | 15 | 12 | 18 | 10 |
| 11 or more | 8 | 9 | 6 | 10 | 3 |
| Not ascertained | 1 | 1 | (1) | 2 | 1 |
| Total | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 1, 357 | 785 | 210 | 391 | 166 |

[1] Less than 1 percent.

TABLE 41.—*Relation between income and ownership of summer sport shirt(s)*

| Ownership | Income groups | | |
|---|---|---|---|
| | Lower group | Middle group | Upper group |
| | *Percent* | *Percent* | *Percent* |
| Own summer sport shirt(s) | 52 | 70 | 77 |
| Do not own summer sport shirt(s) | 48 | 30 | 23 |
| Total | 100 | 100 | 100 |
| Number of cases | 774 | 616 | 699 |

TABLE 42.—*Relation between education and ownership of summer sport shirt(s)*

| Ownership | Educational levels | | |
|---|---|---|---|
| | None or grammar school | High school | College |
| | *Percent* | *Percent* | *Percent* |
| Own summer sport shirt(s) | 46 | 77 | 79 |
| Do not own summer sport shirt(s) | 54 | 23 | 21 |
| Total | 100 | 100 | 100 |
| Number of cases | 863 | 965 | 357 |

TABLE 43.—*Relation between age and ownership of summer sport shirt(s)*

| Ownership | Age groups | | | | | |
|---|---|---|---|---|---|---|
| | 16 to 19 years | 20 to 24 years | 25 to 29 years | 30 to 44 years | 45 to 54 years | 55 years and over |
| | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* |
| Own sport shirt(s) | 87 | 81 | 81 | 73 | 61 | 38 |
| Do not own sport shirt(s) | 13 | 19 | 19 | 27 | 39 | 62 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 127 | 192 | 228 | 736 | 394 | 512 |

TABLE 44.—*Relation between age and number of summer sport shirts owned* [1]

| Number owned | Age of men who wore summer sport shirts | | | | | |
|---|---|---|---|---|---|---|
| | 16 to 19 years | 20 to 24 years | 25 to 29 years | 30 to 44 years | 45 to 54 years | 55 years and over |
| | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* |
| 1 to 2 | 13 | 15 | 16 | 17 | 15 | 25 |
| 3 to 4 | 33 | 25 | 29 | 32 | 32 | 34 |
| 5 to 6 | 24 | 37 | 30 | 28 | 26 | 23 |
| 7 to 10 | 22 | 14 | 16 | 14 | 15 | 10 |
| 11 or more | 7 | 8 | 8 | 8 | 10 | 6 |
| Not ascertained | 1 | 1 | 1 | 1 | 2 | 2 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 109 | 154 | 177 | 510 | 225 | 172 |

[1] This table and all following tables relating to sport shirts are based only on those men who reported owning and wearing this type of shirt.

TABLE 45.—*Relation between income and number of summer sport shirts owned*

| Number owned | Income of men who wore summer sport shirts | | |
|---|---|---|---|
| | Lower group | Middle group | Upper group |
| | *Percent* | *Percent* | *Percent* |
| 1 to 2 | 26 | 14 | 12 |
| 3 to 4 | 31 | 33 | 30 |
| 5 to 6 | 24 | 30 | 29 |
| 7 to 10 | 12 | 15 | 17 |
| 11 or more | 5 | 7 | 11 |
| Not ascertained | 2 | 1 | 1 |
| Total | 100 | 100 | 100 |
| Number of cases | 374 | 417 | 511 |

TABLE 46.—*Replies to the question: "When did you get your last summer sport shirt?"*

| Replies | Percentage of men who wore summer sport shirts |
|---|---|
| | *Percent* |
| During 1948 | 37 |
| During 1947 | 47 |
| During 1945 to 1946 | 9 |
| During 1943 to 1944 | 2 |
| Before 1943 | 1 |
| Not ascertained | 4 |
| Total | 100 |
| Number of cases | 1,357 |

TABLE 47.—*Replies to the question: "What do you think are the most important things to look for in buying a summer sport shirt?"*

| Replies | Percentage of men who wore summer sport shirts | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | United States | | North, urban | | North, rural | | South, urban | | South, rural | |
| | Percent [1] | | Percent [1] | | Percent [1] | | Percent [1] | | Percent [1] | |
| Style and construction features | | 63 | | 64 | | 60 | | 61 | | 66 |
| Short sleeves | 18 | | 15 | | 14 | | 26 | | 30 | |
| Particular shape of collar | 14 | | 17 | | 9 | | 10 | | 14 | |
| Pocket style, number of pockets | 12 | | 12 | | 8 | | 12 | | 17 | |
| Collar that doesn't require a tie | 9 | | 8 | | 12 | | 9 | | 12 | |
| Long sleeves | 8 | | 10 | | 7 | | 8 | | 6 | |
| Collar that can be worn with a tie | 4 | | 5 | | 8 | | 5 | | 2 | |
| Flat tails | 4 | | 3 | | 8 | | 5 | | 4 | |
| Tails that can be tucked in, not flat | 2 | | 2 | | 1 | | 3 | | 1 | |
| Style or appearance, unspecified | 18 | | 20 | | 21 | | 12 | | 19 | |
| Size and fit | | 33 | | 32 | | 35 | | 33 | | 31 |
| Full size, full body | 12 | | 13 | | 12 | | 12 | | 9 | |
| Long tails | 5 | | 4 | | 7 | | 5 | | 5 | |
| Correct sleeve size | 3 | | 4 | | 5 | | 2 | | 2 | |
| Correct neck size | 2 | | 2 | | 3 | | 2 | | 1 | |
| Good fit, unspecified | 11 | | 10 | | 10 | | 12 | | 14 | |
| Comfort | | 32 | | 33 | | 25 | | 36 | | 31 |
| Cool shirt | 20 | | 18 | | 16 | | 27 | | 23 | |
| Light-weight thin material | 12 | | 13 | | 10 | | 10 | | 10 | |
| Material that is smooth, feels good | 2 | | 3 | | 2 | | 1 | | 1 | |
| Comfortable shirt, unspecified | 3 | | 3 | | 1 | | 3 | | 2 | |
| Desirable color or pattern | | 29 | | 31 | | 30 | | 24 | | 29 |
| Solid color | 7 | | 7 | | 3 | | 5 | | 9 | |
| Light color | 3 | | 4 | | 2 | | 3 | | 1 | |
| Conservative, modest color | 2 | | 3 | | 1 | | 2 | | | |
| Flashy, bright, loud | 2 | | 2 | | 3 | | 2 | | 1 | |
| Color that goes with other clothes | 2 | | 2 | | 4 | | [2] | | 1 | |
| Desirable color, unspecified | 13 | | 13 | | 17 | | 12 | | 17 | |
| Material | | 29 | | 28 | | 30 | | 28 | | 29 |
| Cotton | 6 | | 5 | | 6 | | 9 | | 6 | |
| Rayon | 4 | | 5 | | 3 | | 4 | | 5 | |
| Coarse, porous material | 2 | | 2 | | 3 | | 3 | | | |
| Material that won't wrinkle easily | 2 | | 2 | | 4 | | 1 | | | |
| Good material, unspecified | 17 | | 17 | | 15 | | 13 | | 19 | |
| Laundering characteristics | | 13 | | 13 | | 6 | | 17 | | 14 |
| Color-fast | 4 | | 3 | | 1 | | 7 | | 5 | |
| Preshrunk, shrink-resistant | 3 | | 2 | | 3 | | 3 | | 3 | |
| Can be washed | 3 | | 3 | | | | 3 | | 2 | |
| Good laundering qualities unspecified | 6 | | 5 | | 2 | | 8 | | 6 | |
| Workmanship | | 8 | | 8 | | 5 | | 9 | | 8 |
| Well-made seams, strong seams [3] | 2 | | 2 | | 1 | | 3 | | 2 | |
| Good workmanship, unspecified | 8 | | 6 | | 4 | | 8 | | 7 | |
| Price, inexpensive, good value for the money | | 6 | | 5 | | 4 | | 12 | | 5 |
| Durability, good wearing qualities | | 5 | | 6 | | 3 | | 7 | | 2 |
| Specific brand of shirt | | 3 | | 2 | | 5 | | 5 | | 3 |
| Miscellaneous | | 4 | | 4 | | 5 | | 3 | | 5 |
| Not ascertained | | 4 | | 4 | | 5 | | 3 | | 5 |
| Number of cases | 1,357 | | 785 | | 210 | | 391 | | 166 | |

[1] Percentages add to more than their subtotals and these add to more than 100 because many men mentioned more than one desirable feature they look for in buying a summer sport shirt.

[2] Less than 1 percent.

[3] This item also refers to durability.

TABLE 48.—*Relative importance of six selected factors as pointed out by men in relation to buying summer sport shirts*

| Factors shown in checklist | Percentage of men who wore summer sport shirts | | | | |
|---|---|---|---|---|---|
| | United States | North, urban | North, rural | South, urban | South, rural |
| | *Percent* [1] | *Percent* [1] | *Percent* [1] | *Percent* [1] | *Percent* [1] |
| Is cool, comfortable to wear in the summer | 64 | 65 | 62 | 70 | 56 |
| Stands washing well, looks nice after being washed, won't fade in washing, won't shrink much | 65 | 63 | 68 | 66 | 66 |
| Is made in style you like—short sleeves if you want them or long sleeves if you want them—the kind of pockets you want, and style of collar you like, etc | 53 | 53 | 53 | 54 | 49 |
| Fits well—is right size | 45 | 46 | 50 | 38 | 39 |
| Is made of materials that wear well, and will stand up well | 45 | 46 | 40 | 46 | 47 |
| Is well-made, with buttons sewed on well, good seams, etc | 23 | 21 | 21 | 21 | 34 |
| Not ascertained | 6 | 6 | 6 | 5 | 9 |
| Number of cases | 1, 357 | 785 | 210 | 391 | 166 |

[1] Percentages total to more than 100 because men could choose 3 items from the checklist.

TABLE 49.—*Replies to the question: "Have there been any things about some of the summer sport shirts you have had that you didn't like?"*

| Replies | Percentage of men who wear summer sport shirts |
|---|---|
| | *Percent* |
| Have complaints about them | 40 |
| Do not have complaints about them | 60 |
| Total | 100 |
| Number of cases | 1, 357 |

TABLE 50.—(*If you have complaints about summer sport shirts.*) *Replies to the question: "What were the things that you didn't like about them?"*

| Replies | Percentage of men who had complaints about summer sport shirts [1] | |
|---|---|---|
| | *Percent* [2] | |
| Size and fit | | 38 |
| Tails too short | 15 | |
| Body of shirt did not fit | 8 | |
| Sleeves did not fit | 6 | |
| Sizes were not uniform | 5 | |
| Collars did not fit | 3 | |
| Poor fit, unspecified | 6 | |
| Style and construction features | | 28 |
| Collar not right shape | 7 | |
| Did not have desired pocket style | 4 | |
| Shirt did not have short sleeves | 4 | |
| Shirt did not have long sleeves | 2 | |
| Collar could not be worn with a tie | 2 | |
| Style or construction not right, unspecified | 9 | |
| Laundering characteristics | | 19 |
| Not shrink-resistant | 7 | |
| Not color-fast [3] | 7 | |
| Could not be ironed easily or well | 2 | |
| Unspecified | 4 | |
| Material | | 14 |
| Rayon material was unsatisfactory | 4 | |
| Material wrinkled too easily | 3 | |
| Poor quality material, unspecified | 9 | |
| Workmanship | | 10 |
| Buttons were poorly sewed | 4 | |
| Seams were poorly made | 3 | |
| Buttonholes were poorly made | 2 | |
| Poor workmanship, unspecified | 2 | |
| Color or pattern | | 7 |
| Color was too flashy, too loud | 2 | |
| Did not like the print | 2 | |
| Poor color, unspecified | 3 | |
| Durability—did not wear well | | 4 |
| Comfort | | 4 |
| Material was too heavy | 2 | |
| Shirt was uncomfortable, unspecified | 2 | |
| Price—too expensive, poor value | | 2 |
| Miscellaneous | | 2 |
| Not ascertained | | 2 |
| Number of cases | | 547 |

[1] Percentages are not shown separately for men in the 4 regional subgroups as the number of cases was too small for statistical significance.

[2] Percentages add to more than their subtotals and these add to more than 100 because many men mentioned more than 1 complaint.

[3] Not all the complaints about lack of color-fastness specifically referred to laundering, but it seemed likely that this was meant.

TABLE 51.—*Replies to the question: "In buying a summer sport shirt would you rather have one made of rayon, wool, cotton, or a mixture?"*

| Replies | Percentage of men who wore summer sport shirts | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | United States | | North, urban | | North, rural | | South, urban | | South, rural | |
| | *Percent* | | *Percent* | | *Percent* | | *Percent* | | *Percent* | |
| Prefer cotton | | 38 | | 34 | | 33 | | 52 | | 43 |
| Prefer rayon | | 26 | | 25 | | 33 | | 22 | | 29 |
| Prefer mixture | | 16 | | 16 | | 17 | | 11 | | 18 |
| Cotton and rayon | 11 | | 10 | | 10 | | 9 | | 17 | |
| Wool and rayon | 2 | | 3 | | 3 | | 1 | | | |
| Wool and cotton | 2 | | 2 | | 3 | | 1 | | | |
| Other mixtures | 1 | | 1 | | 1 | | (1) | | 1 | |
| Prefer wool | | 4 | | 5 | | 3 | | 1 | | 1 |
| Prefer other fibers | | 3 | | 4 | | 1 | | 5 | | 2 |
| Fiber doesn't make any difference | | 12 | | 15 | | 12 | | 9 | | 7 |
| Not ascertained | | 1 | | 1 | | 1 | | (1) | | (1) |
| Total | | 100 | | 100 | | 100 | | 100 | | 100 |
| Number of cases | 1,357 | | 785 | | 210 | | 391 | | 166 | |

[1] Less than 1 percent.

TABLE 52.—*Relation between income and fiber preference in summer sport shirt(s)*

| Fiber preference | Income of men who wore summer sport shirts | | | | | |
|---|---|---|---|---|---|---|
| | Lower group | | Middle group | | Upper group | |
| | *Percent* | | *Percent* | | *Percent* | |
| Cotton | | 36 | | 34 | | 40 |
| Rayon | | 29 | | 30 | | 23 |
| Mixtures | | 18 | | 18 | | 16 |
| Cotton and rayon | 12 | | 11 | | 10 | |
| Wool and rayon | 2 | | 2 | | 2 | |
| Wool and cotton | 2 | | 2 | | 2 | |
| Mixture unspecified | 2 | | 3 | | 2 | |
| Wool | | 3 | | 3 | | 4 |
| Other fibers | | 2 | | 2 | | 2 |
| Fiber doesn't make any difference | | 11 | | 12 | | 14 |
| Not ascertained | | 1 | | 1 | | 1 |
| Total | | 100 | | 100 | | 100 |
| Number of cases | 374 | | 417 | | 511 | |

TABLE 53.—*Relation between education and fiber preference in summer sport shirt(s)*

| Fiber preference | Educational background of men who wore summer sport shirts | | | | | |
|---|---|---|---|---|---|---|
| | None or grammar school | | High school | | College | |
| | *Percent* | | *Percent* | | *Percent* | |
| Cotton | | 39 | | 36 | | 41 |
| Rayon | | 31 | | 26 | | 21 |
| Mixture | | 13 | | 19 | | 17 |
| Cotton and rayon | 8 | | 12 | | 10 | |
| Wool and cotton | 2 | | 1 | | 3 | |
| Wool and rayon | 1 | | 3 | | 2 | |
| Mixture unspecified | 2 | | 3 | | 2 | |
| Wool | | 3 | | 2 | | 7 |
| Other fibers | | 2 | | 2 | | 2 |
| Fiber doesn't make any difference | | 11 | | 13 | | 11 |
| Not ascertained | | 1 | | 2 | | 1 |
| Total | | 100 | | 100 | | 100 |
| Number of cases | | 369 | | 706 | | 273 |

TABLE 54.—*Relation between age and fiber preference in summer sport shirt(s)*

| Fiber preference | Age of men who wore summer sport shirts | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 16 to 19 years | | 20 to 24 years | | 25 to 29 years | | 30 to 44 years | | 45 to 54 years | | 55 years and over | |
| | *Percent* | | *Percent* | | *Percent* | | *Percent* | | *Percent* | | *Percent* | |
| Cotton | | 33 | | 26 | | 36 | | 40 | | 40 | | 38 |
| Rayon | | 37 | | 28 | | 27 | | 26 | | 24 | | 24 |
| Mixture | | 16 | | 28 | | 16 | | 16 | | 18 | | 15 |
| Cotton and rayon | 13 | | 18 | | 10 | | 9 | | 13 | | 6 | |
| Wool and rayon | 1 | | 5 | | 1 | | 2 | | 2 | | 3 | |
| Wool and cotton | 1 | | 2 | | 3 | | 2 | | 2 | | 2 | |
| Mixture unspecified | 1 | | 3 | | 2 | | 3 | | 1 | | 4 | |
| Wool | | 1 | | 5 | | 3 | | 4 | | 3 | | 6 |
| Other fibers | | 1 | | 1 | | 3 | | 2 | | 3 | | 2 |
| Fiber doesn't make any difference | | 11 | | 11 | | 14 | | 12 | | 12 | | 15 |
| Not ascertained | | 1 | | 1 | | 1 | | (1) | | (1) | | (1) |
| Total | | 100 | | 100 | | 100 | | 100 | | 100 | | 100 |
| Number of cases | 109 | | 154 | | 177 | | 510 | | 225 | | 172 | |

[1] Less than 1 percent.

TABLE 55.—*Reasons men gave for preferring summer sport shirts made of cotton, rayon, or a mixture of cotton and rayon*

| Reasons given | Percentage of men who preferred cotton | | Percentage of men who preferred rayon | | Percentage of men who preferred mixture of cotton and rayon | |
|---|---|---|---|---|---|---|
| | *Percent* [1] | | *Percent* [1] | | *Percent* [1] | |
| Comfort | | 52 | | 69 | | 53 |
| Is cool | 39 | | 55 | | 41 | |
| Feels good next to skin | 6 | | 12 | | 4 | |
| Is lightweight, thinner | 2 | | 10 | | 9 | |
| Hangs better, doesn't cling | 8 | | 4 | | 4 | |
| Is comfortable, unspecified | 1 | | 1 | | 4 | |
| Laundering characteristics | | 38 | | 14 | | 21 |
| Looks nice after laundering | 9 | | 4 | | 3 | |
| More easily laundered | 10 | | 3 | | 6 | |
| Can be ironed more easily | 2 | | 2 | | 1 | |
| Is colorfast [2] | 3 | | 4 | | 3 | |
| Stands up well in laundering | 3 | | 1 | | | |
| Is cheaper to keep clean | 4 | | (3) | | | |
| Can be laundered better, unspecified | 9 | | 4 | | 8 | |
| Durability—better wearing qualities | | 20 | | 7 | | 18 |
| Appearance after wearing | | 12 | | 12 | | 18 |
| Doesn't wrinkle so easily | 5 | | 7 | | 11 | |
| Holds shape | 4 | | 1 | | 4 | |
| Keeps a nice appearance after wearing, unspecified | 4 | | 4 | | 4 | |
| Appearance | | 8 | | 31 | | 24 |
| Looks dressier | | | 10 | | 4 | |
| Is shiny, silky-looking | | | 5 | | 4 | |
| Looks sportier | | | 3 | | 1 | |
| Has nice appearance, unspecified | 8 | | 13 | | 15 | |
| Price—less expensive | | 3 | | 1 | | 1 |
| Habit—have always worn | | 4 | | (3) | | 1 |
| Miscellaneous | | 2 | | 1 | | 3 |
| Not ascertained | | 4 | | 4 | | 6 |
| Number of cases | 511 | | 357 | | 145 | |

[1] Percentages add to more than their subtotals and these add to more than 100 because many mentioned more than 1 reason for preferring particular fibers in these shirts.

[2] Not all these made it clear that they meant colorfast in laundering, but it seemed likely that they did.

[3] Less than 1 percent.

TABLE 56.—*Replies to the question: "What is it that you don't care for in a summer sport shirt made of cotton?"*

| Replies | Percentage of men who preferred a fiber other than cotton | |
|---|---|---|
| | *Percent* [1] | |
| Comfort | | 22 |
| Is not cool | 14 | |
| Doesn't feel good; is hard, harsh | 3 | |
| Sticks to the skin, doesn't absorb perspiration | 3 | |
| Not comfortable, unspecified | 3 | |
| Appearance | | 15 |
| Is not dressy; is for everyday wear | 7 | |
| Is cheap looking | 3 | |
| Doesn't have a nice appearance, unspecified | 9 | |
| Appearance after wearing | | 15 |
| Wrinkles too quickly | 10 | |
| Doesn't hold its shape | 3 | |
| Doesn't keep a nice appearance, unspecified | 2 | |
| Laundering characteristics | | 8 |
| Fades | 2 | |
| Has to be starched | 2 | |
| Doesn't look nice after laundering | 1 | |
| Is less satisfactory in laundering, unspecified | 4 | |
| Durability—does not wear well | | 5 |
| Miscellaneous | | 2 |
| Unfamiliar with cotton summer sport shirts | | 3 |
| Have no objections to cotton | | 16 |
| No reasons given | | 19 |
| Number of cases | | 651 |

[1] Percentages add to more than their subtotals and these add to more than 100 because many gave more than 1 reason.

TABLE 57.—*Replies to the question: "What is it that you don't care for in a summer sport shirt made of rayon?"*

| Replies | Percentage of men who preferred a fiber other than rayon | |
|---|---|---|
| | *Percent* [1] | |
| Comfort | | 23 |
| Sticks to the skin | 10 | |
| Is not so cool | 6 | |
| Doesn't stay in place | 4 | |
| Doesn't feel good next to skin | 3 | |
| Not comfortable, unspecified | 1 | |
| Appearance after wearing | | 17 |
| Wrinkles | 12 | |
| Doesn't hold its shape well | 4 | |
| Doesn't keep a nice appearance, unspecified | 2 | |
| Appearance | | 15 |
| Has shiny finish | 5 | |
| Too thin | 3 | |
| Too dressy | 2 | |
| Is a woman's material | 1 | |
| Doesn't have nice appearance, unspecified | 4 | |
| Laundering characteristics | | 16 |
| Is difficult to iron | 3 | |
| Costs more to keep up; has to be dry-cleaned | 3 | |
| Doesn't look nice after laundering | 2 | |
| Can't be laundered easily | 2 | |
| Does not stand up well in laundering | 1 | |
| Fades | 1 | |
| Less satisfactory in laundering, unspecified | 4 | |
| Durability | | 12 |
| Pulls and frays at seams | 2 | |
| Less durable, unspecified | 10 | |
| Price—is too expensive | | 2 |
| Miscellaneous | | 2 |
| No objections to rayon | | 6 |
| Unfamiliar with rayon summer sport shirts | | 9 |
| Not ascertained | | 20 |
| Number of cases | | 811 |

[1] Percentages add to more than their subtotals and these add to more than 100 because many gave more than 1 reason.

TABLE 58.—*Replies to the question: "What is it that you don't care for in a summer sport shirt made of wool?"*

| Replies | Percentage of men who preferred a fiber other than wool | |
|---|---|---|
| | *Percent* [1] | |
| Comfort | | 79 |
| Is too heavy or warm | 70 | |
| Irritates the skin | 18 | |
| Sticks to the skin, doesn't absorb perspiration | 1 | |
| Not comfortable, unspecified | 2 | |
| It is less satisfactory in laundering | | 2 |
| Miscellaneous | | 1 |
| Unfamiliar with wool summer sport shirts | | 4 |
| No objections to wool | | 2 |
| No reasons given | | 12 |
| Number of cases | | 1, 129 |

[1] Percentages add to more than their subtotals and these add to more than 100 because many mentioned more than 1 reason for not caring for a summer sport shirt made of wool.

TABLE 59.—*Replies to the question: "Within the last 2 years have you worn a summer sport shirt made of cotton, rayon, all-wool, or a mixture?"*

| Replies | Percentage of men who wore summer sport shirts |
|---|---|
| | *Percent* [1] |
| Cotton summer sport shirt | 80 |
| Rayon summer sport shirt | 60 |
| Summer sport shirt made of a fiber mixture | 34 |
| Wool summer sport shirt | 18 |
| Don't know fiber | 2 |
| Number of cases | 1, 357 |

[1] Percentages add to more than 100 because some men have worn summer sport shirts made of each of these fibers.

TABLE 60.—*Relation between fiber experience in summer sport shirts and fiber preference*

| Fiber preference | Percentage of men who within the preceding 2 years had worn summer sport shirts made of— | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Cotton [1] | | Rayon [1] | | Wool [1] | | Mixtures [1] | |
| | *Percent* | | *Percent* | | *Percent* | | *Percent* | |
| Cotton | | 46 | | 25 | | 29 | | 23 |
| Rayon | | 21 | | 40 | | 16 | | 14 |
| Mixture | | 14 | | 15 | | 16 | | 41 |
| Cotton and rayon | 10 | | 11 | | 9 | | 28 | |
| Wool and rayon | 2 | | 2 | | 4 | | 5 | |
| Wool and cotton | 2 | | 2 | | 3 | | 6 | |
| Other mixtures | (2) | | (2) | | (2) | | 2 | |
| Wool | | 3 | | 3 | | 18 | | 4 |
| Fiber doesn't make any difference | | 12 | | 13 | | 16 | | 12 |
| Other fibers | | 4 | | 4 | | 5 | | 6 |
| Total | | 100 | | 100 | | 100 | | 100 |
| Number of cases | | 1,086 | | 815 | | 249 | | 467 |

[1] Included in each of these groups are all the men who had worn summer sport shirts made of, for example, cotton, regardless of whether they had also worn such shirts made of other fibers.
[2] Less than 1 percent.

TABLE 61.—*Relation between experience with specific fibers in summer sport shirts and fiber preference*

| Fiber preference | Percentage of those who within the preceding 2 years had worn summer sport shirts made of— [1] | | | | | |
|---|---|---|---|---|---|---|
| | Cotton only | | Rayon only | | Cotton and rayon only | |
| | *Percent* | | *Percent* | | *Percent* | |
| Cotton | | 61 | | 1 | | 31 |
| Rayon | | 5 | | 72 | | 36 |
| Wool | | 12 | | | | (2) |
| Mixture | | 12 | | 14 | | 15 |
| Cotton and rayon | 9 | | 10 | | 12 | |
| Wool and cotton | 2 | | 2 | | 1 | |
| Wool and rayon | 1 | | 1 | | 2 | |
| Other mixtures | (2) | | 1 | | (2) | |
| Other fibers | | 2 | | 3 | | 5 |
| Fiber doesn't make any difference | | 8 | | 10 | | 13 |
| Total | | 100 | | 100 | | 100 |
| Number of cases | | 379 | | 145 | | 511 |

[1] Data for the small groups of men who had worn summer sport shirts made of wool only, of wool and cotton, and of wool and rayon, are not shown here as number in each is too small for statistical significance
[2] Less than 1 percent.

TABLE 62.—*Replies to the question: "If you had your choice between two of these summer sport shirts that cost the same, that is both cost $___, and were the same style and fit, but one was cotton and the other rayon, which one would you buy?"*[1]

| Replies | Percentage of men who wore summer sport shirts | | | | |
|---|---|---|---|---|---|
| | United States | North, urban | North, rural | South, urban | South, rural |
| | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* |
| Prefer cotton | 46 | 44 | 41 | 57 | 50 |
| Prefer rayon | 36 | 34 | 44 | 27 | 42 |
| Fiber doesn't make any difference | 13 | 15 | 10 | 11 | 7 |
| Would not buy either | 2 | 3 | 1 | 1 | 1 |
| Not ascertained | 3 | 4 | 4 | 4 | (2) |
| Total | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 1, 357 | 785 | 210 | 391 | 166 |

[1] The price used in this question was the amount the owner had given in answer to the question: "When you buy a summer sport shirt these days, about how much do you expect to pay for it, that is, the kind you would get?"

[2] Less than 1 percent.

TABLE 63.—*(If preferred cotton or rayon) Replies to the question: "Would you buy the other one if it cost less?"* [1]

| Replies | Percentage of men who preferred a summer sport shirt made of cotton | Replies | Percentage of men who preferred a summer sport shirt made of rayon |
|---|---|---|---|
| | *Percent* | | *Percent* |
| Would buy rayon | 21 | Would buy cotton | 33 |
| Would not buy rayon | 79 | Would not buy cotton | 67 |
| Total | 100 | Total | 100 |
| Number of cases | 624 | Number of cases | 488 |

[1] Percentages are not shown separately for men in the 4 regional subgroups as the number in them was too small for statistical significance.

TABLE 64.—*(If expressed willingness to buy a summer sport shirt made of nonpreferred fiber if it cost less than shirt of the preferred fiber) Replies to the question: "How much less would it have to cost for you to be interested in buying it?"*

| Percent decrease of original price stated | Percentage of men who preferred summer sport shirts made of— | |
|---|---|---|
| | Cotton, but would buy rayon if it cost less | Rayon, but would buy cotton if it cost less |
| | *Percent* | *Percent* |
| 9 percent or less | 4 | 1 |
| 19 percent or less | 28 | 24 |
| 29 percent or less | 62 | 61 |
| 39 percent or less | 84 | 81 |
| 49 percent or less | 91 | 89 |
| All men willing to buy at reduced prices | 100 | 100 |
| Number of cases | 131 | 163 |

TABLE 65.—*Replies to the question: "Would you rather have a summer sport shirt that is all one color or a shirt that has a print in several colors?"*

| Replies | Percentage of men who wore summer sport shirts | | | | |
|---|---|---|---|---|---|
| | United States | North, urban | North, rural | South, urban | South, rural |
| | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* |
| Prefer one color | 76 | 80 | 69 | 69 | 71 |
| Prefer print or pattern in several colors | 14 | 11 | 19 | 18 | 18 |
| Have no preference | 8 | 7 | 11 | 11 | 9 |
| Not ascertained | 2 | 2 | 1 | 2 | 2 |
| Total | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 1,357 | 785 | 210 | 391 | 166 |

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TABLE 66.—*Replies to the question: "Do you yourself select most of your summer sport shirts or does someone else select most of them for you or help you select them?"*

| Replies | Percentage of men who wore summer sport shirts |
|---|---|
| | *Percent* |
| Owner selects most | 60 |
| Wife selects most | 21 |
| Mother selects most | 3 |
| Someone else selects most | 4 |
| Wife helps select most | 8 |
| Mother helps select most | 1 |
| Someone else helps select most | 2 |
| Not ascertained | 1 |
| Total | 100 |
| Number of cases | 1, 357 |

TABLE 67.—*Replies to the question: "When you buy summer sport shirts do you generally look for labels or tags in them telling whether they are made of wool, cotton, or rayon?"*

| Replies | Percentage of men who wore summer sport shirts who selected their own shirts |
|---|---|
| | *Percent* |
| Generally look for labels or tags | 65 |
| Generally do not look for labels or tags | 35 |
| Total | 100 |
| Number of cases | 943 |

TABLE 68.—*Replies to the question: "Have you had an all-wool or a part-wool summer or winter shirt within the last 2 years?"*

| Replies | United States | North, urban | North, rural | South, urban | South, rural |
|---|---|---|---|---|---|
| | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* |
| Have had an all-wool shirt | 30 | 34 | 36 | 24 | 18 |
| Have had a part-wool shirt | 12 | 12 | 11 | 11 | 12 |
| Have had both all-wool and part-wool shirt | 6 | 6 | 7 | 5 | 4 |
| Have had neither all-wool nor part-wool shirt | 51 | 48 | 46 | 57 | 64 |
| Not ascertained | 1 | ------ | ------ | 3 | 2 |
| Total | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 2, 203 | 1, 087 | 416 | 610 | 395 |

TABLE 69.—*Relation between age and ownership of wool shirts*

| Ownership | Age groups | | | | | |
|---|---|---|---|---|---|---|
| | 16 to 19 years | 20 to 24 years | 25 to 29 years | 30 to 44 years | 45 to 54 years | 55 years and over |
| | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* |
| Have had an all-wool shirt | 35 | 41 | 39 | 34 | 26 | 21 |
| Have had a part-wool shirt | 16 | 12 | 10 | 11 | 13 | 12 |
| Have had both all-wool and part-wool shirt | 10 | 8 | 7 | 6 | 4 | 4 |
| Have had neither | 38 | 38 | 43 | 48 | 55 | 62 |
| Not ascertained | 1 | 1 | 1 | 1 | 2 | 1 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 127 | 192 | 228 | 736 | 394 | 512 |

TABLE 70.—*Relation between education and ownership of wool shirt(s)*

| Ownership | Educational levels | | |
|---|---|---|---|
| | None or grammar school | High school | College |
| | *Percent* | *Percent* | *Percent* |
| Have had an all-wool shirt | 21 | 35 | 38 |
| Have had a part-wool shirt | 15 | 11 | 7 |
| Have had both all-wool and part-wool shirt | 4 | 7 | 7 |
| Have had neither | 58 | 46 | 48 |
| Not ascertained | 2 | 1 | (1) |
| Total | 100 | 100 | 100 |
| Number of cases | 863 | 965 | 357 |

[1] Less than 1 percent.

TABLE 71.—*Relation between income and ownership of wool shirt(s)*

| Ownership | Income groups | | |
|---|---|---|---|
| | Lower group | Middle group | Upper group |
| | *Percent* | *Percent* | *Percent* |
| Have had an all-wool shirt | 25 | 33 | 35 |
| Have had a part-wool shirt | 15 | 10 | 10 |
| Have had both all-wool and part-wool shirt | 5 | 5 | 5 |
| Have had neither | 54 | 50 | 49 |
| Not ascertained | 1 | 2 | 1 |
| Total | 100 | 100 | 100 |
| Number of cases | 774 | 616 | 699 |

TABLE 72.—*Replies to the question: "Would you pay more for a wool shirt that had been especially treated so that it would not shrink much in washing?"*

| Replies | Percentage of men who owned wool shirts | | | | |
|---|---|---|---|---|---|
| | United States | North, urban | North, rural | South, urban | South, rural |
| | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* |
| Would pay more | 70 | 68 | 76 | 61 | 76 |
| Would not pay more | 17 | 19 | 13 | 23 | 8 |
| Depends on circumstances | 3 | 3 | 3 | 6 | 5 |
| Not ascertained | 10 | 10 | 8 | 10 | 11 |
| Total | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 1,050 | 568 | 226 | 244 | 134 |

TABLE 73.—(*If would pay more for a wool shirt specially treated so it would not shrink much in washing*) *Replies to the question: "How much more would you be willing to pay for it?"*

| Percent increase of original price stated | Percentage of wool-shirt owners who said they would be willing to pay more for specially treated wool shirt |
|---|---|
| | *Percent* |
| 50 percent or more | 5 |
| Up to 50 percent more | 10 |
| Up to 40 percent more | 20 |
| Up to 30 percent more | 51 |
| Up to 20 percent more | 85 |
| Up to 10 percent more | 92 |
| Don't know | 8 |
| Number of cases | 733 |

TABLE 74.—*Replies to the question: "Do you have any extra trousers or slacks that are used in place of regular suit trousers?"*

| Replies | United States | North, urban | North, rural | South, urban | South, rural |
|---|---|---|---|---|---|
| | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* |
| Owns extra trousers | 74 | 74 | 73 | 79 | 70 |
| Does not own extra trousers | 26 | 26 | 27 | 21 | 30 |
| Total | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 2, 203 | 1, 077 | 416 | 610 | 395 |

TABLE 75.—*Relation between education and ownership of extra trousers*

| Ownership | Education levels | | |
|---|---|---|---|
| | None or grammar school | High school | College |
| | *Percent* | *Percent* | *Percent* |
| Own extra trousers | 64 | 79 | 85 |
| Do not own extra trousers | 36 | 21 | 15 |
| Total | 100 | 100 | 100 |
| Number of cases | 863 | 965 | 357 |

TABLE 76. —*Relation between income and ownership of extra trousers*

| Ownership | Income groups | | |
|---|---|---|---|
| | Lower group | Middle group | Upper group |
| | *Percent* | *Percent* | *Percent* |
| Own extra trousers | 66 | 80 | 79 |
| Do not own extra trousers | 34 | 20 | 21 |
| Total | 100 | 100 | 100 |
| Number of cases | 774 | 616 | 699 |

TABLE 77.—*Relation between age and ownership of extra trousers*

| Ownership | Age groups | | | | | |
|---|---|---|---|---|---|---|
| | 16 to 19 years | 20 to 24 years | 25 to 29 years | 30 to 44 years | 45 to 54 years | 55 years and over |
| | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* |
| Own extra trousers | 82 | 88 | 88 | 79 | 69 | 57 |
| Do not own extra trousers | 18 | 12 | 12 | 21 | 31 | 43 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 127 | 192 | 228 | 736 | 394 | 512 |

TABLE 78.—*Replies to the question: "Do you wear extra trousers both in the winter and in the summer?" (If wears extra trousers both in winter and summer) "Do you wear different ones in the summer than in the winter?"*

| Kind of extra trousers worn | Percentage of men who owned extra trousers | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | United States | | North, urban | | North, rural | | South, urban | | South, rural | |
| | *Percent* | | *Percent* | | *Percent* | | *Percent* | | *Percent* | |
| Same kind of extra trousers for year round wear | --- | 25 | --- | 26 | --- | 28 | --- | 20 | --- | 22 |
| Special extra trousers for summer | --- | 75 | --- | 74 | --- | 72 | --- | 80 | --- | 78 |
| Different extra trousers in summer than winter | 41 | | 35 | | 36 | | 55 | | 51 | |
| Extra trousers in summer only | 34 | | 39 | | 36 | | 25 | | 27 | |
| Total | --- | 100 | --- | 100 | --- | 100 | --- | 100 | --- | 100 |
| Number of cases [1] | 1,607 | | 801 | | 296 | | 477 | | 272 | |

[1] Owners who wear extra trousers in the winter only (1 percent) were not asked the questions concerning extra trousers and have been omitted from these tables.

TABLE 79.—*Relation between age of men and kinds of extra trousers worn*

| Kinds owned | Age of men who owned extra trousers | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 16 to 19 years | | 20 to 24 years | | 25 to 29 years | | 30 to 44 years | | 45 to 54 years | | 55 years and over | |
| | *Percent* | | *Percent* | | *Percent* | | *Percent* | | *Percent* | | *Percent* | |
| Same kind of extra trousers for year-round wear | --- | 22 | --- | 30 | --- | 30 | --- | 25 | --- | 17 | --- | 25 |
| Special extra trousers for summer | --- | 78 | --- | 70 | --- | 70 | --- | 75 | --- | 83 | --- | 75 |
| Different extra trousers in summer than winter | 66 | | 49 | | 48 | | 40 | | 35 | | 29 | |
| Extra trousers in summer only | 12 | | 21 | | 22 | | 35 | | 48 | | 46 | |
| Total | --- | 100 | --- | 100 | --- | 100 | --- | 100 | --- | 100 | --- | 100 |
| Number of cases | 103 | | 165 | | 198 | | 573 | | 271 | | 285 | |

TABLE 80.—*Replies to the question: "How many pairs of extra trousers do you own at the present time?"*

| Replies | Percentage of men who had extra trousers for summer wear | Percentage of men who had extra trousers for year-round wear |
|---|---|---|
| | *Percent* | *Percent* |
| 1 to 2 pairs | 29 | 32 |
| 3 to 4 pairs | 41 | 43 |
| 5 to 6 pairs | 19 | 16 |
| 7 or more pairs | 10 | 8 |
| Not ascertained | 1 | 1 |
| Total | 100 | 100 |
| Number of cases | 1, 211 | 397 |

TABLE 81.—*Relation between income and number of pairs of extra trousers owned*

| Number owned | Income of men who had extra trousers for summer wear | | | Income of men who had extra trousers for year-round wear | | |
|---|---|---|---|---|---|---|
| | Lower group | Middle group | Upper group | Lower group | Middle group | Upper group |
| | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* |
| 1 to 2 pairs | 32 | 28 | 22 | 37 | 31 | 29 |
| 3 to 4 pairs | 41 | 43 | 41 | 37 | 44 | 46 |
| 5 to 6 pairs | 16 | 18 | 25 | 13 | 19 | 17 |
| 7 or more pairs | 10 | 11 | 11 | 11 | 6 | 8 |
| Not ascertained | 1 | (1) | 1 | 2 | ------- | ------- |
| Total | 100 | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 355 | 375 | 429 | 145 | 109 | 119 |

[1] Less than 1 percent.

TABLE 82.—*Replies to the question: "When did you get the last pair of extra trousers?"*

| Replies | Percentage of men who had extra trousers for summer wear | Percentage of men who had extra trousers for year-round wear |
|---|---|---|
| | *Percent* | *Percent* |
| During 1948 | 40 | 33 |
| During 1947 | 43 | 42 |
| During 1945 or 1946 | 12 | 17 |
| Before 1945 | 3 | 6 |
| Not ascertained | 2 | 2 |
| Total | 100 | 100 |
| Number of cases | 1, 211 | 397 |

TABLE 83.—*Replies to the question: "What do you think are the most important things to look for in buying a pair of extra trousers?"*

| Replies | Percentage of men who had extra trousers for summer wear | | Percentage of men who had extra trousers for year-round wear | |
|---|---|---|---|---|
| | *Percent* [1] | | *Percent* [1] | |
| Material | | 58 | | 62 |
| Holds a crease | 38 | | 31 | |
| Gabardine | 10 | | 11 | |
| Wool | 4 | | 12 | |
| Will not wrinkle easily | 3 | | 5 | |
| Closely woven material | 3 | | 6 | |
| Other weaves | 3 | | 2 | |
| Good-material—unspecified | 15 | | 13 | |
| Comfort | | 43 | | 7 |
| Cool material | 41 | | 5 | |
| Comfortable trousers—unspecified | 2 | | 2 | |
| Style and construction features | | 42 | | 46 |
| Style of pleats | 12 | | 10 | |
| Style of cuffs | 8 | | 9 | |
| Style of trouser legs | 7 | | 7 | |
| Want zippers | 5 | | 9 | |
| Pocket style | 5 | | 7 | |
| Do not want pleats | 5 | | 6 | |
| Style of belt loops | 3 | | 4 | |
| Style of waist | 2 | | 2 | |
| Do not want zippers | 1 | | 2 | |
| Style and construction—unspecified | 10 | | 10 | |
| Size and fit | | 35 | | 38 |
| Correct size of trouser legs | 8 | | 9 | |
| Full size, full body—roomy | 6 | | 3 | |
| Correct waist size | 5 | | 8 | |
| Crotch large enough | 2 | | 5 | |
| Good fit—unspecified | 18 | | 18 | |
| Color and design | | 29 | | 31 |
| Solid color | 6 | | 4 | |
| Light color | 6 | | 3 | |
| Conservative color | 1 | | 2 | |
| Color and design—unspecified | 16 | | 23 | |
| Durability—good wearing quality | | 12 | | 18 |
| Laundering and cleaning characteristics | | 11 | | 6 |
| Won't shrink in washing or cleaning | 4 | | 4 | |
| Doesn't have to be dry cleaned | 4 | | 1 | |
| Good laundering qualities—unspecified | 4 | | 2 | |
| Workmanship | | 8 | | 9 |
| Well-made seams | 3 | | 5 | |
| Good workmanship—unspecified | 5 | | 4 | |
| Price—good value for the money | | 7 | | 9 |
| Miscellaneous | | 1 | | 5 |
| Not ascertained | | 2 | | 2 |
| Number of cases | | 1, 211 | | 397 |

[1] Percentages total to more than their subtotals and these total to more than 100 because many mentioned more than 1 important feature they look for in buying a pair of extra trousers.

TABLE 84.—*Relative importance of eight selected factors as pointed out by men, in relation to buying extra trousers for summer wear*

| Factors shown in the checklist | Percentage of men who had extra trousers for summer wear | Percentage of men who had extra trousers for year-round wear |
|---|---|---|
| | *Percent* [1] | *Percent* [1] |
| Will hold a good crease | 53 | 55 |
| Are cool, comfortable to wear in hot weather | 52 | 29 |
| Are the right size for you, fit you well | 48 | 51 |
| Will give you good service, will stand lots of wear | 36 | 50 |
| Won't wrinkle badly | 30 | 29 |
| Are the style you want—with pleats if you want them, without pleats if you don't want them, have the width of trouser leg you like, etc | 28 | 27 |
| Can be washed and look nice after washing | 22 | 17 |
| Are well-made, with buttoms sewed on well, good strong seams, etc | 23 | 30 |
| Not ascertained | 6 | 12 |
| Number of cases | 1, 211 | 397 |

[1] Percentages total to more than 100 because men could choose three items from checklist.

TABLE 85.—*Replies to the question: "Has there been anything about some of the extra trousers you've had that you have not liked?"*

| Replies | Percentage of men who had extra trousers for summer wear | Percentage of men who had extra trousers for year-round wear |
|---|---|---|
| | *Percent* | *Percent* |
| Yes | 43 | 47 |
| No | 57 | 53 |
| Total | 100 | 100 |
| Number of cases | 1, 211 | 397 |

TABLE 86.—*(If have complaints about extra trousers) Replies to the question: "What things about them have you not liked?"*

| Replies | Percentage of men who had complaints about extra trousers and who had— | | | |
|---|---|---|---|---|
| | Extra trousers for summer wear | | Extra trousers for year-round wear | |
| | *Percent* [1] | | *Percent* [1] | |
| Material | | 35 | | 36 |
| Did not hold a press | 26 | | 26 | |
| Wrinkled easily | 5 | | 4 | |
| Poor material—unspecified | 7 | | 7 | |
| Style and construction features | | 34 | | 39 |
| Had pleats | 9 | | 4 | |
| Zippers did not work well | 5 | | 5 | |
| Did not like style of trouser leg | 5 | | 7 | |
| Pocket style unsatisfactory | 4 | | 9 | |
| Did not like style of cuffs | 4 | | 7 | |
| Belt loops not satisfactory | 4 | | 6 | |
| Did not like style of pleats | 1 | | 3 | |
| No zipper | 1 | | 2 | |
| Poor style and construction—unspecified | 6 | | 6 | |
| Size and fit | | 19 | | 20 |
| Trouser legs not right size | 6 | | 5 | |
| Crotch not right size | 4 | | 6 | |
| Size not available | 4 | | 3 | |
| Waist did not fit | 2 | | 3 | |
| Trousers not full enough | 2 | | 2 | |
| Poor size and fit—unspecified | 1 | | 3 | |
| Laundering and cleaning characteristics | | 16 | | 11 |
| Shrank after washing or cleaning | 10 | | 9 | |
| Not colorfast | 5 | | 3 | |
| Poor laundering and cleaning qualities—unspecified | 3 | | 1 | |
| Durability | | 8 | | 16 |
| Pockets wore out quickly | 3 | | 8 | |
| Did not wear well—unspecified | 6 | | 9 | |
| Comfort | | 5 | | 1 |
| Material too warm | 3 | | | |
| Trousers uncomfortable—unspecified | 2 | | 1 | |
| Workmanship | | 4 | | 7 |
| Poorly made seams | 3 | | 3 | |
| Poor workmanship—unspecified | 2 | | 4 | |
| High price | | 3 | | 5 |
| Color and design of available extra trousers | | 2 | | 4 |
| Miscellaneous | | 1 | | |
| Not ascertained | | 2 | | 2 |
| Number of cases | | 524 | | 188 |

[1] Percentages may add to more than their subtotals and these may add to more than 100 because many mentioned more than 1 undesirable feature in extra trousers they had bought.

TABLE 87.—*Replies to the question: "In buying extra trousers would you rather have them made of wool, cotton, rayon, or a mixture?"*

| Replies | Percentage of men who had extra trousers for summer wear | | Percentage of men who had extra trousers for year-round wear | |
|---|---|---|---|---|
| | *Percent* | | *Percent* | |
| Prefer mixtures | | 33 | | 32 |
| Cotton and rayon | 12 | | 5 | |
| Wool and cotton | 10 | | 17 | |
| Wool and rayon | 8 | | 7 | |
| Other mixtures | 3 | | 3 | |
| Prefer wool | | 28 | | 47 |
| Prefer cotton | | 16 | | 8 |
| Prefer rayon | | 10 | | 2 |
| Prefer other fiber | | 5 | | 3 |
| Fiber doesn't make any difference | | 7 | | 7 |
| Not ascertained | | 1 | | 1 |
| Total | | 100 | | 100 |
| Number of cases | | 1,211 | | 397 |

TABLE 88.—*Relation between income and fiber preference in extra trousers*

| Fiber preference | Income of men who had extra trousers for summer wear | | | Income of men who had extra trousers for year-round wear | | |
|---|---|---|---|---|---|---|
| | Lower group | Middle group | Upper group | Lower group | Middle group | Upper group |
| | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* |
| Mixtures | 31 | 33 | 33 | 35 | 29 | 29 |
| Cotton and rayon | 14 | 10 | 10 | 8 | 2 | 4 |
| Wool and cotton | 8 | 11 | 11 | 19 | 17 | 13 |
| Wool and rayon | 6 | 9 | 9 | 6 | 7 | 9 |
| Other mixture | 3 | 3 | 3 | 2 | 3 | 3 |
| Cotton | 24 | 17 | 10 | 11 | 7 | 4 |
| Wool | 20 | 27 | 40 | 38 | 50 | 58 |
| Rayon | 12 | 8 | 8 | 1 | 5 | 1 |
| Other fibers | 5 | 5 | 4 | 3 | 3 | 3 |
| Fiber doesn't make any difference | 6 | 9 | 5 | 10 | 6 | 5 |
| Not ascertained | 2 | 1 | (1) | 2 | (1) | (1) |
| Total | 100 | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 355 | 375 | 429 | 145 | 109 | 119 |

[1] Less than 1 percent.

TABLE 89.—*Relation between education and fiber preference in extra trousers*

| Fiber preference | Educational background of men who had extra trousers for summer wear | | | Educational background of men who had extra trousers for year-round wear | | |
|---|---|---|---|---|---|---|
| | None or grammar school | High school | College | None or grammar school | High school | College |
| | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* |
| Mixture | 30 | 36 | 28 | 34 | 35 | 15 |
| Cotton and rayon | 13 | 12 | 8 | 6 | 5 | 3 |
| Wool and cotton | 10 | 11 | 9 | 23 | 16 | 8 |
| Wool and rayon | 5 | 10 | 8 | 3 | 10 | 4 |
| Other mixtures | 2 | 3 | 3 | 2 | 4 | --- |
| Cotton | 26 | 13 | 8 | 12 | 8 | 3 |
| Wool | 20 | 28 | 45 | 37 | 45 | 71 |
| Rayon | 13 | 9 | 6 | 3 | 2 | --- |
| Other fibers | 3 | 5 | 6 | 3 | 4 | 4 |
| Fiber doesn't make any difference | 7 | 8 | 6 | 10 | 5 | 7 |
| Not ascertained | 1 | 1 | 1 | 1 | 1 | --- |
| Total | 100 | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 411 | 563 | 227 | 130 | 193 | 73 |

TABLE 90.—*Reasons men gave for preferring extra trousers made of wool, cotton, rayon, or a mixture*

| Reasons given | Percentage of men who had extra trousers for summer wear and preferred [1] | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Wool | | Cotton | | Rayon | | Cotton-rayon mixture | | Wool-cotton mixture | | Wool-rayon mixture | |
| | *Percent* [2] | | *Percent* [2] | | *Percent* [2] | | *Percent* [2] | | *Percent* [2] | | *Percent* [2] | |
| Appearance after wearing | | 72 | | 8 | | 30 | | 40 | | 60 | | 72 |
| Holds a crease | 54 | | 5 | | 21 | | 31 | | 48 | | 59 | |
| Holds shape | 18 | | | | 5 | | 6 | | 10 | | 9 | |
| Doesn't wrinkle so easily | 6 | | | | 4 | | 2 | | 4 | | 9 | |
| Stays fresh longer | | | 2 | | | | 2 | | 2 | | 2 | |
| Good appearance after wearing—unspecified | 2 | | 3 | | 2 | | | | | | | |
| Durability—good wearing quality | | 37 | | 16 | | 6 | | 17 | | 25 | | 19 |
| Appearance | | 20 | | 3 | | 23 | | 16 | | 12 | | 18 |
| Looks dressy | 6 | | | | 8 | | 4 | | 4 | | 7 | |
| Has nice appearance—unspecified | 14 | | 3 | | 16 | | 12 | | 8 | | 12 | |
| Comfort | | 19 | | 65 | | 73 | | 57 | | 37 | | 38 |
| Cool | 11 | | 59 | | 68 | | 48 | | 27 | | 31 | |
| Hangs better | 4 | | | | 2 | | | | 2 | | | |
| Feels good next to skin | 3 | | 5 | | 8 | | 10 | | 6 | | 5 | |
| Warm | 1 | | | | | | | | 2 | | 1 | |
| Is comfortable—unspecified | 1 | | 4 | | 2 | | 4 | | 3 | | 2 | |
| Laundering characteristics | | 7 | | 35 | | 6 | | 8 | | 8 | | 7 |
| Can be dry cleaned | 5 | | | | 3 | | | | 2 | | 5 | |
| Can be washed | | | 24 | | 3 | | 2 | | 2 | | | |
| Good laundering qualities—unspecified | 4 | | 11 | | 1 | | 6 | | 6 | | 3 | |
| Price—is less expensive | | | | 5 | | 2 | | 1 | | 3 | | 2 |
| Miscellaneous | | 3 | | 3 | | | | 2 | | 3 | | 6 |
| Not ascertained | | 1 | | 4 | | 5 | | 7 | | 5 | | 1 |
| Number of cases | | 341 | | 197 | | 119 | | 141 | | 123 | | 99 |

[1] These percentages are based only on reasons given by men who had special summer trousers because very few who preferred rayon and cotton had extra trousers for year-round wear.

[2] Percentages add to more than their subtotals and these add to more than 100 because many mentioned more than 1 preference.

TABLE 91.—*Replies to the question: "What is it that you don't care for about extra trousers that are made of rayon?"*

| Replies | Percentage of men who preferred a fiber other than rayon and who had— | | | |
|---|---|---|---|---|
| | Extra trousers for summer wear | | Extra trousers for year-round wear | |
| | *Percent* [1] | | *Percent* [1] | |
| Appearance after wearing | | 23 | | 21 |
| Does not hold a crease | 9 | | 11 | |
| Wrinkles quickly | 9 | | 8 | |
| Does not hold its shape | 6 | | 5 | |
| Does not keep a nice appearance—unspecified | 2 | | 1 | |
| Appearance | | 15 | | 15 |
| Has no body | 6 | | 9 | |
| Too glossy; shiny | 3 | | 3 | |
| Does not have a nice appearance—unspecified | 6 | | 3 | |
| Durability | | 6 | | 5 |
| Does not last long | 5 | | 4 | |
| Is not durable—unspecified | 1 | | 1 | |
| Laundering characteristics—unsatisfactory in laundering | | 5 | | 3 |
| Comfort | | 5 | | 3 |
| Not cool | 2 | | 1 | |
| Clings to the skin | 2 | | 1 | |
| Uncomfortable—unspecified | 2 | | 1 | |
| Too expensive | | 1 | | 1 |
| Cannot be used year-round | | (2) | | 4 |
| Miscellaneous | | 1 | | 1 |
| No objection to rayon trousers | | 6 | | 6 |
| Unfamiliar with rayon trousers | | 26 | | 28 |
| Not ascertained | | 15 | | 15 |
| Number of cases | | 991 | | 355 |

[1] Percentages add to more than their subtotals and these add to more than 100 because many mentioned more than 1 feature they did not care for in extra trousers made of rayon.

[2] Less than 1/2 percent.

TABLE 92.—*Replies to the question: "What is it that you don't care for about extra trousers that are made of cotton?"*

| Replies | Percentage of men who preferred a fiber other than cotton and who had— | | | |
|---|---|---|---|---|
| | Extra trousers for summer wear | | Extra trousers for year-round wear | |
| | *Percent* [1] | | *Percent* [1] | |
| Appearance after wearing | | 49 | | 46 |
| Does not hold a crease | 27 | | 27 | |
| Wrinkles quickly | 14 | | 14 | |
| Does not hold shape | 14 | | 12 | |
| Does not keep a nice appearance—unspecified | 5 | | 2 | |
| Appearance | | 25 | | 24 |
| Not dressy | 14 | | 10 | |
| Cheap looking | 4 | | 3 | |
| No body | 2 | | 5 | |
| Does not have a nice appearance—unspecified | 5 | | 6 | |
| Comfort | | 8 | | 5 |
| Not cool | 5 | | (2) | |
| Not warm enough | 1 | | 2 | |
| Not comfortable—unspecified | 2 | | 3 | |
| Laundering characteristics | | 7 | | 7 |
| Shrinks in washing or cleaning | 3 | | 2 | |
| Less satisfactory in laundering | 4 | | 5 | |
| Is not durable | | 6 | | 11 |
| Cannot be used year-round | | (2) | | 6 |
| Miscellaneous | | 1 | | 1 |
| No objections to cotton trousers | | 6 | | 5 |
| Unfamiliar with cotton trousers | | 4 | | 5 |
| Not ascertained | | 14 | | 11 |
| Number of cases | | 882 | | 325 |

[1] Percentages add to more than their subtotals and these add to more than 100 because many mentioned more than 1 feature they didn't care for in extra trousers made of cotton.

[2] Less than 1 percent.

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TABLE 93.—*Replies to the question: "What is it that you don't care for about extra trousers made of wool?"*

| Replies | Percentage of men who preferred a fiber other than wool and who had— | | | |
|---|---|---|---|---|
| | Extra trousers for summer wear | | Extra trousers for year-round wear | |
| | *Percent* [1] | | *Percent* [1] | |
| Comfort | | 81 | | 52 |
| Not cool | 71 | | 34 | |
| Does not feel good next to the skin | 23 | | 25 | |
| Not comfortable—unspecified | 3 | | 2 | |
| Appearance after wearing | | 3 | | 4 |
| Does not hold a crease | 2 | | 3 | |
| Does not hold its shape | (2) | | 2 | |
| Does not keep a nice appearance—unspecified | 1 | | 1 | |
| Too expensive | | 3 | | 7 |
| Cannot be used year-round | | 3 | | 9 |
| Laundering characteristics | | 3 | | 3 |
| Cannot be washed—requires dry cleaning | 2 | | 2 | |
| Is less satisfactory in laundering—unspecified | 1 | | 2 | |
| Miscellaneous | | (2) | | (2) |
| No objection to wool trousers | | 2 | | 4 |
| Unfamiliar with wool trousers | | 1 | | 3 |
| Not ascertained | | 10 | | 19 |
| Number of cases | | 739 | | 175 |

[1] Percentages add to more than their subtotals and these add to more than 100 because many mentioned more than 1 feature they don't care for in extra trousers made of wool.

[2] Less than 1 percent.

TABLE 94.—*Replies to the question: "Within the last 2 years have you worn a pair of extra trousers made of rayon, cotton, all wool or a mixture?"*

| Replies | Percentage of men who had extra trousers for summer wear | Percentage of men who had extra trousers for year-round wear |
|---|---|---|
| | *Percent* [1] | *Percent* [1] |
| Cotton extra trousers | 57 | 47 |
| Wool extra trousers | 55 | 70 |
| Extra trousers made of a fiber mixture | 52 | 54 |
| Rayon extra trousers | 33 | 21 |
| Number of cases | 1, 211 | 397 |

[1] Percentages total to more than 100 because many men mentioned having experience with more than 1 fiber.

TABLE 95.—*Relation between fiber experience in extra trousers and fiber preference*

| Fiber preference | Percentage of men who had extra trousers for summer wear and who had within the preceding 2 years worn trousers made of: | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Wool | | Cotton | | Rayon | | Mixture | |
| | *Percent* | | *Percent* | | *Percent* | | *Percent* | |
| Wool | | 49 | | 19 | | 17 | | 13 |
| Mixture | | 25 | | 30 | | 33 | | 58 |
| Cotton and rayon | 8 | | 12 | | 15 | | 20 | |
| Wool and cotton | 8 | | 10 | | 6 | | 18 | |
| Wool and rayon | 8 | | 6 | | 10 | | 16 | |
| Other mixtures | 1 | | 2 | | 2 | | 4 | |
| Cotton | | 9 | | 27 | | 8 | | 9 |
| Rayon | | 5 | | 9 | | 26 | | 8 |
| Other fibers | | 4 | | 5 | | 6 | | 6 |
| Fiber doesn't make any difference | | 7 | | 9 | | 9 | | 5 |
| Not ascertained | | 1 | | 1 | | 1 | | 1 |
| Total | | 100 | | 100 | | 100 | | 100 |
| Number of cases | 671 | | 695 | | 405 | | 627 | |

| Fiber preference | Percentage of men who had extra trousers for year-round wear and who had within the preceding 2 years worn trousers made of: | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Wool | | Cotton | | Rayon | | Mixture | |
| | *Percent* | | *Percent* | | *Percent* | | *Percent* | |
| Wool | | 65 | | 31 | | 34 | | 30 |
| Mixture | | 20 | | 36 | | 35 | | 54 |
| Cotton and rayon | 3 | | 5 | | 11 | | 9 | |
| Wool and cotton | 10 | | 21 | | 11 | | 29 | |
| Wool and rayon | 6 | | 6 | | 11 | | 12 | |
| Other mixtures | 1 | | 4 | | 2 | | 4 | |
| Cotton | | 4 | | 17 | | 4 | | 3 |
| Rayon | | 1 | | 2 | | 8 | | 3 |
| Other fibers | | 3 | | 3 | | 5 | | 5 |
| Fiber doesn't make any difference | | 6 | | 9 | | 12 | | 4 |
| Not ascertained | | 1 | | 2 | | 2 | | 1 |
| Total | | 100 | | 100 | | 100 | | 100 |
| Number of cases | 277 | | 187 | | 85 | | 213 | |

TABLE 96.—*Replies to the question: "If you had your choice between two pairs of extra trousers for summer, that were the same price—that is both cost $____, and were the same style and fit, but one was wool and the other rayon, which one would you buy?"* [1]

| Replies | Percentage of men who had extra trousers for summer wear | Percentage of men who had extra trousers for year-round wear |
|---|---|---|
| | *Percent* | *Percent* |
| Prefer wool | 47 | 67 |
| Prefer rayon | 35 | 15 |
| Would not buy either | 10 | 8 |
| Fiber doesn't make any difference | 6 | 7 |
| Not ascertained | 2 | 3 |
| Total | 100 | 100 |
| Number of cases | 1, 211 | 397 |

[1] The price used in this question was the amount the owner had given in answer to the question: "When you buy a pair of extra trousers these days, about how much do you expect to pay for them, that is, the kind you would get?"

TABLE 97.—(*If preferred wool or rayon*) *Replies to the question: "Would you buy the other one if it cost less?"*

Percentage of men who had extra trousers for summer wear who preferred them made of—

| Replies | Wool | Replies | Rayon |
|---|---|---|---|
| | *Percent* | | *Percent* |
| Would buy rayon | 19 | Would buy wool | 8 |
| Would not buy rayon | 81 | Would not buy wool | 92 |
| Total | 100 | Total | 100 |
| Number of cases | 569 | Number of cases | 424 |

Percentage of men who had extra trousers for year-round wear who preferred them made of—

| Replies | Wool | Replies | Rayon |
|---|---|---|---|
| | *Percent* | | *Percent* |
| Would buy rayon | 15 | Would buy wool | 20 |
| Would not buy rayon | 85 | Would not buy wool | 80 |
| Total | 100 | Total | 100 |
| Number of cases | 266 | Number of cases | 60 |

TABLE 98.—*Replies to the question: "If you had your choice between two pairs of extra trousers for summer, that were the same price—that is both cost $____, and were the same style and fit, but one was cotton and the other rayon, which one would you buy?"* [1]

| Replies | Percentage of men who had extra trousers for summer wear | Percentage of men who had extra trousers for year-round wear |
|---|---|---|
| | *Percent* | *Percent* |
| Prefer rayon | 36 | 33 |
| Prefer cotton | 34 | 31 |
| Would not buy either | 20 | 24 |
| Fiber doesn't make any difference | 9 | 9 |
| Not ascertained | 1 | 2 |
| Total | 100 | 100 |
| Number of cases | 1,211 | 397 |

[1] The price used in the question was the amount the owner had given in answer to the question, "When you buy a pair of extra trousers these days, about how much do you expect to pay for them, that is, the kind you would get?"

TABLE 99.—*(If preferred cotton or rayon) Replies to the question: "Would you buy the other one if it cost less?"*

Percentage of men who had extra trousers for summer wear who prefer them made of—

| Replies | Cotton | Replies | Rayon |
|---|---|---|---|
| | *Percent* | | *Percent* |
| Would buy rayon | 20 | Would buy cotton | 22 |
| Would not buy rayon | 80 | Would not buy cotton | 78 |
| Total | 100 | Total | 100 |
| Number of cases | 407 | Number of cases | 437 |

Percentage of men who had extra trousers for year-round wear who prefer them made of—

| Replies | Cotton | Replies | Rayon |
|---|---|---|---|
| | *Percent* | | *Percent* |
| Would buy rayon | 15 | Would buy cotton | 25 |
| Would not buy rayon | 85 | Would not buy cotton | 75 |
| Total | 100 | Total | 100 |
| Number of cases | 123 | Number of cases | 132 |

TABLE 100.—*Replies to the question: "Do you, yourself, select most of your extra trousers or does someone else select most of them for you or help you select them?"*

| Replies | Percentage of men who owned extra trousers |
|---|---|
| | *Percent* |
| Owner selects most | 78 |
| Wife selects most | 8 |
| Mother selects most | 1 |
| Someone else selects most | 2 |
| Wife helps select most | 8 |
| Mother helps select most | 1 |
| Someone else helps select most | 1 |
| Not ascertained | 1 |
| Total | 100 |
| Number of cases | 1, 607 |

TABLE 101.—*Replies to the question: "When you buy extra trousers do you generally look for labels or tags in them telling whether they are made of wool, cotton, or rayon?"*

| Replies | Percentage of men who select their own extra trousers |
|---|---|
| | *Percent* |
| Generally look for labels or tags | 63 |
| Generally do not look for labels or tags | 35 |
| Not ascertained | 2 |
| Total | 100 |
| Number of cases | 1, 415 |

TABLE 102.—*Replies to the questions: "Do you have socks other than the regular heavy work socks? Speaking of this type sock, do you usually wear heavier socks in winter than in summer?"*

| Replies | United States | North urban | North, rural | South, urban | South, rural |
|---|---|---|---|---|---|
| | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* |
| Wears the same kind of sock the year around | 58 | 59 | 49 | 67 | 57 |
| Wear heavier socks in the winter | 40 | 40 | 47 | 31 | 38 |
| Do not wear other than work socks | 2 | 1 | 4 | 2 | 5 |
| Total | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 2, 203 | 1, 087 | 416 | 610 | 395 |

TABLE 103.—*Relation between age and ownership of socks*

| Ownership | Age groups | | | | | |
|---|---|---|---|---|---|---|
| | 16 to 19 years | 20 to 24 years | 25 to 29 years | 30 to 44 years | 45 to 54 years | 55 years and over |
| | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* |
| Wear the same kind the year round | 47 | 58 | 65 | 64 | 58 | 47 |
| Wear heavier socks in winter | 48 | 41 | 35 | 34 | 39 | 49 |
| Do not wear other than work socks | 5 | 1 | (1) | 2 | 3 | 4 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 127 | 192 | 228 | 736 | 394 | 512 |

[1] Less than 1 percent.

TABLE 104.—*Relation between income and ownership of socks*

| Ownership | Income groups | | |
|---|---|---|---|
| | Lower group | Middle group | Upper group |
| | *Percent* | *Percent* | *Percent* |
| Wear the same kind the year round | 51 | 61 | 64 |
| Wear heavier socks in winter | 45 | 38 | 35 |
| Do not wear other than work socks | 4 | 1 | 1 |
| Total | 100 | 100 | 100 |
| Number of cases | 774 | 616 | 699 |

TABLE 105.—*Relation between education and ownership of socks*

| Ownership | Educational levels | | |
|---|---|---|---|
| | None or grammar school | High school | College |
| | *Percent* | *Percent* | *Percent* |
| Wear same kind the year round | 52 | 60 | 66 |
| Wear heavier socks in winter | 44 | 39 | 32 |
| Do not wear other than work socks | 4 | 1 | 2 |
| Total | 100 | 100 | 100 |
| Number of cases | 863 | 965 | 357 |

TABLE 106.—*Replies to the question: "In buying socks, would you rather have them made of cotton, rayon, wool, nylon, or a mixture?"*

| Replies | Percentage of men who wore same kind of socks year round | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | United States | | North, urban | | North, rural | | South, urban | | South, rural | |
| | *Percent* | | *Percent* | | *Percent* | | *Percent* | | *Percent* | |
| Prefer cotton | --- | 25 | --- | 26 | --- | 21 | --- | 25 | --- | 26 |
| Prefer rayon | --- | 24 | --- | 18 | --- | 29 | --- | 30 | --- | 28 |
| Prefer mixture | --- | 23 | --- | 22 | --- | 23 | --- | 21 | --- | 25 |
| Cotton and rayon | 16 | | 13 | | 15 | | 17 | | 21 | |
| Wool and cotton | 4 | | 6 | | 5 | | 1 | | 2 | |
| Wool and rayon | 2 | | 2 | | 1 | | 1 | | (1) | |
| Other mixtures | 1 | | 1 | | 2 | | 2 | | 2 | |
| Prefer nylon | --- | 6 | --- | 5 | --- | 8 | --- | 8 | --- | 7 |
| Prefer wool | --- | 5 | --- | 9 | --- | 3 | --- | 2 | --- | 2 |
| Prefer other fibers | --- | 4 | --- | 5 | --- | 3 | --- | 4 | --- | 2 |
| Fiber doesn't make any difference | --- | 9 | --- | 11 | --- | 8 | --- | 5 | --- | 8 |
| Not ascertained | --- | 4 | --- | 4 | --- | 5 | --- | 5 | --- | 2 |
| Total | --- | 100 | --- | 100 | --- | 100 | --- | 100 | --- | 100 |
| Number of cases | 1,269 | | 640 | | 203 | | 407 | | 223 | |

| Replies | Percentage of men who wore heavier socks in winter [2] | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | United States | | North urban | | North rural | | South urban | | South rural | |
| | *Percent* | | *Percent* | | *Percent* | | *Percent* | | *Percent* | |
| Prefer cotton | --- | 17 | --- | 13 | --- | 14 | --- | 26 | --- | 28 |
| Prefer rayon | --- | 3 | --- | 1 | --- | 4 | --- | 5 | --- | 5 |
| Prefer mixture | --- | 33 | --- | 34 | --- | 33 | --- | 31 | --- | 29 |
| Cotton and rayon | 5 | | 4 | | 6 | | 5 | | 7 | |
| Wool and cotton | 22 | | 25 | | 17 | | 21 | | 19 | |
| Wool and rayon | 5 | | 4 | | 10 | | 4 | | 3 | |
| Other mixtures | 1 | | 1 | | --- | | 1 | | --- | |
| Prefer nylon | --- | 1 | --- | (1) | --- | --- | --- | 2 | --- | 1 |
| Prefer wool | --- | 40 | --- | 46 | --- | 43 | --- | 26 | --- | 29 |
| Prefer other fibers | --- | 2 | --- | 2 | --- | 2 | --- | 4 | --- | 3 |
| Fiber doesn't make any difference | --- | 3 | --- | 3 | --- | 3 | --- | 4 | --- | 4 |
| Not ascertained | --- | 1 | --- | 1 | --- | 1 | --- | 2 | --- | 1 |
| Total | --- | 100 | --- | 100 | --- | 100 | --- | 100 | --- | 100 |
| Number of cases | 875 | | 432 | | 197 | | 189 | | 152 | |

[1] Less than 1 percent.

[2] Men who wore heavier socks in winter were asked about winter hose only. This applies to all subsequent tables which include this heading.

TABLE 107.—*Relation between income and fiber preference in socks*

| Fiber preference | Income of men who wore the same kind of socks the year round | | | | | | Income of men who wore heavier socks in winter | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Lower group | | Middle group | | Upper group | | Lower group | | Middle group | | Upper group | |
| | *Percent* | | *Percent* | | *Percent* | | *Percent* | | *Percent* | | *Percent* | |
| Cotton | --- | 29 | --- | 25 | --- | 22 | --- | 24 | --- | 16 | --- | 9 |
| Rayon | --- | 24 | --- | 25 | --- | 24 | --- | 2 | --- | 4 | --- | 3 |
| Mixture | --- | 23 | --- | 24 | --- | 23 | --- | 31 | --- | 34 | --- | 38 |
| Cotton and rayon | 16 | | 16 | | 15 | | 5 | | 6 | | 5 | |
| Wool and cotton | 4 | | 4 | | 5 | | 20 | | 21 | | 26 | |
| Wool and rayon | 1 | | 2 | | 1 | | 5 | | 4 | | 7 | |
| Other mixtures | 2 | | 2 | | 2 | | 1 | | 3 | | (1) | |
| Wool | --- | 6 | --- | 5 | --- | 6 | --- | 37 | --- | 40 | --- | 44 |
| Nylon | --- | 3 | --- | 6 | --- | 9 | --- | (1) | --- | 1 | --- | 1 |
| Other fibers | --- | 4 | --- | 2 | --- | 2 | --- | 2 | --- | --- | --- | 1 |
| Fiber doesn't make any difference | --- | 9 | --- | 8 | --- | 9 | --- | 3 | --- | 4 | --- | 2 |
| Not ascertained | --- | 2 | --- | 5 | --- | 5 | --- | 1 | --- | 1 | --- | 2 |
| Total | --- | 100 | --- | 100 | --- | 100 | --- | 100 | --- | 100 | --- | 100 |
| Number of cases | | 393 | | 375 | | 445 | | 347 | | 233 | | 243 |

[1] Less than 1 percent.

TABLE 108.—*Reasons men gave for preferring socks made of certain fibers* [1]

| Reasons given | Percentage of men who wore socks and who preferred [2]— | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Cotton | | Wool | | Rayon | | Mixture of cotton and rayon | | Mixture of wool and cotton | |
| | *Percent* [3] | | *Percent* [3] | | *Percent* [3] | | *Percent* [3] | | *Percent* [3] | |
| Comfort | --- | 59 | --- | 94 | --- | 52 | --- | 41 | --- | 79 |
| Is warm | 14 | | 73 | | 2 | | 5 | | 47 | |
| Absorbs perspiration | 10 | | 21 | | 1 | | 2 | | 9 | |
| Is cool | 10 | | 4 | | 15 | | 9 | | 13 | |
| Feels soft on feet | 9 | | 9 | | 7 | | 6 | | 9 | |
| Is not irritating to feet | 4 | | 1 | | (4) | | --- | | 1 | |
| Is lightweight | 3 | | 1 | | 19 | | 12 | | 5 | |
| Is comfortable, clings to legs | 1 | | 1 | | 4 | | 2 | | 1 | |
| Is comfortable—unspecified | 14 | | 6 | | 10 | | 11 | | 9 | |
| Durability—good wearing qualities | --- | 30 | --- | 16 | --- | 24 | --- | 42 | --- | 28 |
| Laundering characteristics—can be laundered easily | --- | 15 | --- | 2 | --- | 3 | --- | 5 | --- | 11 |
| Price—less expensive | --- | 9 | --- | --- | --- | 2 | --- | 6 | --- | 2 |
| Appearance after wearing | --- | 4 | --- | 2 | --- | 10 | --- | 9 | --- | 1 |
| Holds shape | 1 | | (4) | | 3 | | 2 | | (4) | |
| Clings—doesn't hang loosely | 3 | | 2 | | 7 | | 9 | | 1 | |
| Appearance | --- | 3 | --- | 3 | --- | 41 | --- | 28 | --- | 4 |
| Comes in desirable colors or patterns | 2 | | 1 | | 4 | | 2 | | 2 | |
| Looks dressy | (4) | | (4) | | 16 | | 9 | | 1 | |
| Has nice appearance—unspecified | 1 | | 2 | | 23 | | 17 | | 1 | |
| Habit—have always worn it | --- | 5 | --- | (4) | --- | 2 | --- | 2 | --- | (4) |
| Can be worn year round | --- | 1 | --- | --- | --- | 1 | --- | 1 | --- | 1 |
| Miscellaneous reasons | --- | 3 | --- | 1 | --- | 4 | --- | 2 | --- | 2 |
| Not ascertained | --- | 7 | --- | 1 | --- | 6 | --- | 9 | --- | 7 |
| Number of cases | | 468 | | 419 | | 324 | | 240 | | 243 |

[1] Reasons given for fiber preference among men who wear same kind of socks the year round are combined with those given by men using heavier socks in winter as both groups gave similar reasons.

[2] Number of owners of socks who preferred nylon or a wool-rayon mixture were omitted as there were too few for statistical analysis.

[3] Percentages add to more than their subtotals and these add to more than 100 because many mentioned more than one reason for preferring particular fibers.

[4] Less than 1 percent.

TABLE 109.—*Replies to the question: "What is it that you don't care for in a pair of socks made of wool?"*

| Replies | Percentage of men who wore same kind of socks year round and prefer a fiber other than wool | | Percentage of men who wore heavier socks in winter and prefer a fiber other than wool | |
|---|---|---|---|---|
| | *Percent* [1] | | *Percent* [1] | |
| Comfort | | 78 | | 60 |
| Too warm | 57 | | 36 | |
| Too heavy | 18 | | 15 | |
| Doesn't feel good next to skin | 15 | | 17 | |
| Not comfortable—unspecified | 3 | | 4 | |
| Laundering characteristics—it shrinks | | 4 | | 8 |
| Price—is too expensive | | 3 | | 7 |
| Doesn't have a nice appearance | | 2 | | 2 |
| Durability—doesn't wear well | | 1 | | 4 |
| Miscellaneous general reasons | | 1 | | 2 |
| No objection to wool socks | | 2 | | 7 |
| Unfamiliar with wool socks | | 3 | | 2 |
| Not ascertained | | 10 | | 15 |
| Number of cases | | 1,041 | | 498 |

[1] Percentages add to more than their subtotals and these add to more than 100 because many mentioned more than 1 feature they did not care for in socks made of wool.

TABLE 110.—*Replies to the question: "What is it that you don't care for in socks made of cotton?"*

| Replies | Percentage of men who wore same kind of socks year round and preferred a fiber other than cotton | | Percentage of men who wore heavier socks in winter and preferred a fiber other than cotton | |
|---|---|---|---|---|
| | *Percent* [1] | | *Percent* [1] | |
| Appearance | | 26 | | 5 |
| Isn't dressy | 15 | | 3 | |
| Is cheap looking | 3 | | 1 | |
| Appearance—unspecified | 8 | | 1 | |
| Comfort | | 23 | | 63 |
| Not warm enough | 2 | | 54 | |
| Too thin | 3 | | 6 | |
| Doesn't absorb perspiration | 3 | | 3 | |
| Too heavy on your feet | 6 | | (2) | |
| Not cool | 4 | | 1 | |
| Not comfortable—unspecified | 8 | | 3 | |
| Appearance after wearing | | 18 | | 6 |
| Doesn't hold its shape | 3 | | 2 | |
| Wrinkles | 15 | | 5 | |
| Durability—doesn't wear well | | 13 | | 11 |
| Laundering characteristics | | 8 | | 3 |
| Fades | 2 | | 1 | |
| Shrinks | 2 | | | |
| Less satisfactory in laundering—unspecified | 4 | | 2 | |
| Miscellaneous reasons | | 2 | | 1 |
| No objection to cotton socks | | 8 | | 6 |
| Unfamiliar with cotton socks | | 2 | | 2 |
| Not ascertained | | 15 | | 12 |
| Number of cases | | 792 | | 699 |

[1] Percentages add to more than their subtotals and these add to more than 100 because many mentioned more than 1 complaint about socks made of cotton.
[2] Less than 1 percent.

TABLE 111.—*Replies to the question: "What is it that you don't care for in socks made of rayon?"*

| Replies | Percentage of men who wore same kind of socks year round and preferred a fiber other than rayon | | Percentage of men who wore heavier socks in winter and preferred a fiber other than rayon | |
|---|---|---|---|---|
| | *Percent* [1] | | *Percent* [1] | |
| Durability | | 24 | | 14 |
| Runs—snags | 5 | | 3 | |
| Tears easily | 3 | | 2 | |
| Not strong enough in toe and heel | 2 | | 1 | |
| Is less durable—unspecified | 14 | | 8 | |
| Comfort | | 17 | | 53 |
| Too thin | 5 | | 13 | |
| Doesn't absorb perspiration | 5 | | 2 | |
| Not warm enough | 2 | | 38 | |
| Doesn't feel good next to the skin | 1 | | 1 | |
| Not comfortable—unspecified | 5 | | 3 | |
| Appearance after wearing | | 8 | | 4 |
| Wrinkles | 7 | | 3 | |
| Stretches | 1 | | 1 | |
| Doesn't have a nice appearance | | 5 | | 2 |
| Price—too expensive | | 2 | | 2 |
| Less satisfactory in laundering | | 2 | | 1 |
| Miscellaneous | | 1 | | 1 |
| No objection to rayon socks | | 9 | | 5 |
| Unfamiliar with rayon socks | | 12 | | 13 |
| Not ascertained | | 28 | | 14 |
| Number of cases | | 805 | | 815 |

[1] Percentages add to more than their subtotals and these add to more than 100 because many mentioned more than 1 feature they did not like in socks made of rayon.

TABLE 112.—*Replies to the question: "What is it that you don't care for in socks made of nylon?"*

| Replies | Percentage of men who wore same kind of socks year round and preferred a fiber other than nylon | | Percentage of men who wore heavier socks in winter and preferred a fiber other than nylon | |
|---|---|---|---|---|
| | *Percent* [1] | | *Percent* [1] | |
| Comfort | | 8 | | 22 |
| Too thin | 1 | | 6 | |
| Doesn't absorb perspiration | 2 | | (2) | |
| Is not warm enough | 1 | | 16 | |
| Not comfortable—unspecified | 4 | | 1 | |
| Price—too expensive | | 6 | | 3 |
| Durability | | 5 | | 4 |
| It runs | 2 | | 1 | |
| Is not durable—unspecified | 4 | | 3 | |
| Appearance | | 4 | | 3 |
| "Nylon is a woman's material" | 2 | | 3 | |
| Appearance—unspecified | 2 | | (2) | |
| No objection to nylon | | 7 | | 4 |
| Unfamiliar with nylon | | 48 | | 45 |
| Not ascertained | | 24 | | 22 |
| Number of cases | | 1, 030 | | 835 |

[1] Percentages add to more than their subtotals and these add to more than 100 because many mentioned more than 1 feature they did not like in socks made of nylon.

[2] Less than 1 percent.

TABLE 113.—*Replies to the question: "Within the last 2 years have you worn socks made of cotton, rayon, wool, nylon, or a mixture?"*

| Replies | Percentage of men who wore same kind of socks the year round | Percentage of men who wore heavier socks in winter |
|---|---|---|
| | *Percent* [1] | *Percent* [1] |
| Cotton socks | 70 | 65 |
| Rayon socks | 59 | 31 |
| Socks made of a fiber mixture | 51 | 60 |
| Wool socks | 34 | 66 |
| Nylon socks | 17 | 10 |
| Not ascertained | 2 | 1 |
| Number of cases | 1, 269 | 875 |

[1] Percentages total to more than 100 because many men have had socks made of various fibers.

TABLE 114.—*Relation between fiber experience in socks and fiber preference of men who wear the same kind of socks the year round*

| Fiber preference | Percentage of men who wore same kind of socks year round and who have had socks made of— | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Cotton | | Wool | | Rayon | | Nylon | | Mixture | |
| | *Percent* | | *Percent* | | *Percent* | | *Percent* | | *Percent* | |
| Cotton | --- | 36 | --- | 20 | --- | 16 | --- | 14 | --- | 13 |
| Mixture | --- | 20 | --- | 22 | --- | 18 | --- | 13 | --- | 46 |
| Cotton and rayon | 13 | | 10 | | 12 | | 7 | | 30 | |
| Wool and cotton | 4 | | 7 | | 2 | | 1 | | 8 | |
| Wool and rayon | 1 | | 2 | | 1 | | 1 | | 3 | |
| Other mixtures | 2 | | 3 | | 3 | | 4 | | 5 | |
| Rayon | --- | 18 | --- | 17 | --- | 39 | --- | 18 | --- | 13 |
| Nylon | --- | 5 | --- | 7 | --- | 6 | --- | 31 | --- | 6 |
| Wool | --- | 4 | --- | 16 | --- | 3 | --- | 1 | --- | 4 |
| Other fibers | --- | 3 | --- | 3 | --- | 3 | --- | 3 | --- | 5 |
| Fiber doesn't make any difference | --- | 10 | --- | 12 | --- | 11 | --- | 14 | --- | 10 |
| Not ascertained | --- | 4 | --- | 3 | --- | 4 | --- | 6 | --- | 3 |
| Total | --- | 100 | --- | 100 | --- | 100 | --- | 100 | --- | 100 |
| Number of cases | 891 | | 430 | | 745 | | 212 | | 646 | |

TABLE 115.—*Relation between fiber experience in socks and fiber preference of men who wear heavier socks in winter*

| Fiber preference | Percentage of men who wore heavier socks in winter and who have had socks made of— | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Cotton | | Wool | | Rayon | | Nylon | | Mixture | |
| | *Percent* | | *Percent* | | *Percent* | | *Percent* | | *Percent* | |
| Wool | --- | 33 | --- | 59 | --- | 31 | --- | 39 | --- | 27 |
| Mixture | --- | 33 | --- | 25 | --- | 32 | --- | 26 | --- | 55 |
| Wool and cotton | 23 | | 16 | | 22 | | 15 | | 35 | |
| Cotton and rayon | 5 | | 3 | | 6 | | 5 | | 8 | |
| Wool and rayon | 4 | | 5 | | 4 | | 4 | | 9 | |
| Other mixtures | 1 | | 1 | | (1) | | 2 | | 3 | |
| Cotton | --- | 27 | --- | 10 | --- | 21 | --- | 15 | --- | 10 |
| Rayon | --- | 2 | --- | 2 | --- | 8 | --- | 7 | --- | 2 |
| Nylon | --- | (1) | --- | (1) | --- | 1 | --- | 3 | --- | (1) |
| Other fibers | --- | 1 | --- | 1 | --- | 1 | --- | 2 | --- | 1 |
| Fiber doesn't make any difference | --- | 3 | --- | 2 | --- | 4 | --- | 7 | --- | 3 |
| Not ascertained | --- | 1 | --- | 1 | --- | 2 | --- | 1 | --- | 2 |
| Total | --- | 100 | --- | 100 | --- | 100 | --- | 100 | --- | 100 |
| Number of cases | 570 | | 579 | | 269 | | 88 | | 521 | |

[1] Less than 1 percent.

TABLE 116.—*Replies to the question: "Would you be willing to pay more for all-wool socks that had been especially treated so that they wouldn't shrink much in washing?"*

| Replies | Percentage of men who wore all-wool socks and who— | |
|---|---|---|
| | Wore same kind of socks year round | Wore heavier socks in winter |
| | *Percent* | *Percent* |
| Yes | 56 | 73 |
| No | 35 | 22 |
| Not ascertained | 9 | 5 |
| Total | 100 | 100 |
| Number of cases | 430 | 579 |

TABLE 117.—*(If expresses willingness to pay more for preshrunk, all-wool socks)—Replies to the question: "How much more would you be willing to pay for them?"*

| Percent increase of original price stated | Percentage of men who were willing to pay more for preshrunk, all-wool socks and who— | |
|---|---|---|
| | Wore same kind of socks year round | Wore heavier socks in winter |
| | *Percent* | *Percent* |
| 50 percent more or above | 19 | 21 |
| Up to 50 percent more | 25 | 25 |
| Up to 40 percent more | 41 | 45 |
| Up to 30 percent more | 61 | 69 |
| Up to 20 percent more | 78 | 82 |
| Up to 10 percent more | 81 | 83 |
| Don't know | 19 | 17 |
| Number of cases | 239 | 424 |

TABLE 118.—*Replies to the question: "Do you like to have cotton toes and heels in your rayon socks?"* [1]

| Replies | Percentage of men who wore same weight socks year round and have had some experience with rayon socks | | | | |
|---|---|---|---|---|---|
| | United States | North, urban | North, rural | South, urban | South, rural |
| | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* |
| Yes | 55 | 50 | 50 | 60 | 67 |
| No | 11 | 15 | 13 | 8 | 2 |
| No preference | 20 | 22 | 21 | 16 | 19 |
| Not ascertained | 14 | 13 | 16 | 16 | 12 |
| Total | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 745 | 354 | 132 | 262 | 128 |

[1] Men who wear heavier socks in the winter were not asked this question.

TABLE 119.—*Replies to the question: "Socks usually come in two lengths—the regular length and the shorter length socks. Which do you like better?"* [1]

| Replies | Percentage of men who wore same weight socks year round | | | | |
|---|---|---|---|---|---|
| | United States | North, urban | North, rural | South, urban | South, rural |
| | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* |
| Prefer regular length | 41 | 41 | 44 | 34 | 41 |
| Prefer shorter length | 42 | 42 | 36 | 47 | 45 |
| Prefer regular in winter and shorter in summer | 7 | 6 | 13 | 9 | 4 |
| No preference | 3 | 2 | 3 | 2 | 3 |
| Not ascertained | 7 | 9 | 4 | 8 | 7 |
| Total | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 1, 269 | 640 | 203 | 407 | 223 |

[1] Men who wear heavier socks in winter were not asked this question.

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TABLE 120.—*Replies to the question: "Do you like socks with elastic tops or without them?"* [1]

| Replies | Percentage of men who wore same weight socks year round |
|---|---|
| | *Percent* |
| Want elastic tops | 55 |
| Do not want elastic tops | 33 |
| No preference | 6 |
| Not ascertained | 6 |
| Total | 100 |
| Number of cases | 1,269 |

[1] Men who wear heavier socks in winter were not asked this question.

TABLE 121.—*Replies to the question: "Do you yourself select most of your socks or does someone else select most of them for you or help you select them?"*

| Replies | Percentage of men who wore socks other than work socks |
|---|---|
| | *Percent* |
| Owner selects most | 58 |
| Wife selects most | 24 |
| Someone else selects most | 6 |
| Mother selects most | 2 |
| Wife helps select most | 6 |
| Someone else helps select most | 1 |
| Mother helps select most | 1 |
| Not ascertained | 2 |
| Total | 100 |
| Number of cases | 2,145 |

TABLE 122.—*Replies to the question: "Do you wear a different suit during the summer than during the rest of the year?"*

| Replies | United States | North, urban | North, rural | South, urban | South, rural |
|---|---|---|---|---|---|
| | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* |
| Own summer suit(s) | 40 | 47 | 26 | 48 | 32 |
| Do not own summer suit(s) | 60 | 53 | 74 | 52 | 68 |
| Total | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 2, 203 | 1, 087 | 416 | 610 | 395 |

TABLE 123.—*Relation between income and ownership of summer suit(s)*

| Ownership | Income groups | | |
|---|---|---|---|
| | Lower group | Middle group | Upper group |
| | *Percent* | *Percent* | *Percent* |
| Own summer suit(s) | 26 | 42 | 56 |
| Do not own summer suit(s) | 74 | 58 | 44 |
| Total | 100 | 100 | 100 |
| Number of cases | 774 | 616 | 699 |

TABLE 124.—*Relation between education and ownership of summer suit(s)*

| Ownership | Educational levels | | |
|---|---|---|---|
| | None or grammar school | High school | College |
| | *Percent* | *Percent* | *Percent* |
| Own summer suit(s) | 27 | 43 | 66 |
| Do not own summer suit(s) | 73 | 57 | 34 |
| Total | 100 | 100 | 100 |
| Number of cases | 863 | 965 | 357 |

TABLE 125.—*Relation between age and ownership of summer suit(s)*

| Ownership | Age groups | | | | | |
|---|---|---|---|---|---|---|
| | 16 to 19 years | 20 to 24 years | 25 to 29 years | 30 to 44 years | 45 to 54 years | 55 years and over |
| | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* |
| Own summer suit(s) | 21 | 39 | 41 | 45 | 43 | 37 |
| Do not own summer suit(s) | 79 | 61 | 59 | 55 | 57 | 63 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 127 | 192 | 228 | 736 | 394 | 512 |

TABLE 126.—*Replies to the question: "How many summer suits do you own at the present time?"*

| Number owned | Percentage of men who owned summer suits | | | | |
|---|---|---|---|---|---|
| | United States | North, urban | North, rural | South, urban | South, rural |
| | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* |
| 1 | 37 | 35 | 50 | 30 | 45 |
| 2 | 32 | 34 | 27 | 34 | 26 |
| 3 or more | 24 | 23 | 16 | 30 | 25 |
| Not ascertained | 7 | 8 | 7 | 6 | 4 |
| Total | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 887 | 508 | 108 | 293 | 125 |

TABLE 127.—*Relation between income and number of summer suits owned*

| Number owned | Income levels of men who owned summer suits | | |
|---|---|---|---|
| | Lower group | Middle group | Upper group |
| | *Percent* | *Percent* | *Percent* |
| 1 | 48 | 42 | 29 |
| 2 | 30 | 34 | 34 |
| 3 or more | 17 | 17 | 29 |
| Not ascertained | 5 | 7 | 8 |
| Total | 100 | 100 | 100 |
| Number of cases | 199 | 256 | 393 |

TABLE 128.—*Replies to the question: "When did you get the last summer suit you purchased?"*

| Replies | Percentage of men who owned summer suits |
|---|---|
| | *Percent* |
| During 1948 | 23 |
| During 1947 | 42 |
| During 1945 or 1946 | 18 |
| Before 1945 | 9 |
| Not ascertained | 8 |
| Total | 100 |
| Number of cases | 887 |

TABLE 129.—*Replies to the question: "What do you think are the most important things to look for in buying a summer suit?"*

| Replies | Percentage of men who owned summer suits | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | United States | | North, urban | | North, rural | | South, urban | | South, rural | |
| | *Percent* [1] | | *Percent* [1] | | *Percent* [1] | | *Percent* [1] | | *Percent* [1] | |
| Material | --- | 62 | | 62 | | 63 | | 67 | | 54 |
| Material that holds the crease | 32 | | 30 | | 37 | | 37 | | 26 | |
| Gabardine | 8 | | 10 | | 8 | | 4 | | 7 | |
| Material that won't wrinkle easily | 7 | | 8 | | 6 | | 6 | | 4 | |
| Worsted | 6 | | 7 | | 4 | | 5 | | 2 | |
| Wool | 3 | | 3 | | 3 | | 3 | | 3 | |
| Other materials | 3 | | 3 | | 1 | | 3 | | 6 | |
| Closely woven material | 2 | | 2 | | 5 | | 3 | | 1 | |
| Loosely woven material | 1 | | 2 | | 2 | | 1 | | 1 | |
| Cotton | 1 | | (2) | | --- | | (2) | | 3 | |
| Good material—unspecified | 10 | | 9 | | 13 | | 15 | | 8 | |
| Comfort—cool material | --- | 60 | --- | 60 | --- | 58 | --- | 66 | --- | 56 |
| Style and construction features | --- | 40 | --- | 40 | --- | 39 | --- | 33 | --- | 47 |
| Single-breasted suit | 9 | | 10 | | 6 | | 7 | | 11 | |
| Double-breasted suit | 5 | | 5 | | 6 | | 3 | | 6 | |
| Particular style of pockets | 3 | | 3 | | 3 | | 2 | | 6 | |
| Particular length of coat | 2 | | 1 | | 3 | | 3 | | 3 | |
| Particular style of cuffs | 2 | | 1 | | 2 | | 1 | | 6 | |
| Particular style of pleats | 2 | | 2 | | 1 | | 2 | | 5 | |
| Do not want any pleats | 2 | | 1 | | 3 | | 1 | | 5 | |
| Lapel style | 2 | | 2 | | --- | | 1 | | 1 | |
| Style and construction unspecified | 23 | | 24 | | 26 | | 20 | | 23 | |
| Desirable color or design | --- | 34 | --- | 34 | --- | 36 | --- | 34 | --- | 34 |
| Light color | 12 | | 13 | | 14 | | 10 | | 10 | |
| Solid color | 7 | | 6 | | 8 | | 5 | | 10 | |
| Conservative color | 2 | | 2 | | --- | | 3 | | 1 | |
| Color that won't soil easily | 2 | | 2 | | --- | | 4 | | 2 | |
| Desirable color or design unspecified | 13 | | 13 | | 14 | | 12 | | 12 | |
| Size and fit | --- | 30 | --- | 32 | --- | 24 | --- | 34 | --- | 25 |
| Correct body fit | 9 | | 10 | | 6 | | 11 | | 6 | |
| Correct size trouser leg | 2 | | 2 | | 1 | | 1 | | 3 | |
| Correct collar fit | 1 | | 1 | | --- | | --- | | 2 | |
| Correct sleeve size | (2) | | (2) | | --- | | (2) | | 2 | |
| Correct fit, unspecified | 20 | | 21 | | 19 | | 22 | | 16 | |
| Durability—good wearing qualities | --- | 10 | --- | 12 | --- | 4 | --- | 8 | --- | 8 |
| Workmanship | --- | 11 | --- | 14 | --- | 6 | --- | 12 | --- | 5 |
| Well-made seams | 2 | | 2 | | 2 | | 4 | | 1 | |
| Good workmanship, unspecified | 10 | | 13 | | 5 | | 8 | | 5 | |
| Price—inexpensive—good value for the money | --- | 7 | --- | 6 | --- | 5 | --- | 11 | --- | 6 |

[1] Percentages add to more than their subtotals and these add to more than 100 because many men mentioned more than 1 important feature they look for in buying a summer suit.

[2] Less than 1 percent.

TABLE 129.—*Replies to the question: "What do you think are the most important things to look for in buying a summer suit?"*—Con.

| Replies | Percentage of men who owned summer suits | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | United States | | North, urban | | North, rural | | South, urban | | South, rural | |
| Laundering and/or dry cleaning characteristics | *Percent* [1] | 4 | *Percent* [1] | 5 | *Percent* [1] | 3 | *Percent* [1] | 8 | *Percent* [1] | 5 |
| Can be dry cleaned | 1 | | 1 | | --- | | 3 | | 4 | |
| Won't shrink in washing or cleaning | 1 | | 2 | | --- | | 1 | | --- | |
| Colorfast | 1 | | 1 | | --- | | 2 | | --- | |
| Good laundering qualities—unspecified | 1 | | 1 | | 3 | | 2 | | 1 | |
| Brand name | --- | 3 | --- | 3 | --- | 3 | --- | 4 | --- | 2 |
| Miscellaneous | --- | 2 | --- | 1 | --- | 4 | --- | 1 | --- | 2 |
| Not ascertained | --- | 2 | --- | 1 | --- | 2 | --- | (2) | --- | 4 |
| Number of cases | | 887 | | 508 | | 108 | | 293 | | 125 |

See footnotes on p. 134.

TABLE 130.—*Relative importance of seven selected factors as pointed out by men in relation to buying a summer suit*

| Factors shown in checklist | Percentage of men who owned summer suits |
|---|---|
| | *Percent* [1] |
| Is cool, comfortable to wear in hot weather | 62 |
| Is well made and nicely tailored | 53 |
| Is the right size for you, fits you well | 50 |
| Will hold a good crease | 42 |
| Will give you good service, will stand lots of wear | 40 |
| Won't wrinkle badly | 35 |
| Can be washed and look nice after washing | 12 |
| Not ascertained | 6 |
| Number of cases | 887 |

[1] Percentages add to more than 100 as most owners selected 3 items from the checklist.

TABLE 131.—*Replies to the question: "Have there been things that you have not liked about some of the summer suits you've had?"*

| Replies | Percentage of men who owned summer suits |
|---|---|
| | *Percent* |
| Yes | 31 |
| No | 69 |
| Total | 100 |
| Number of cases | 887 |

TABLE 132.—*(If have complaints about summer suits)—Replies to the question: "What were the things that you didn't like about them?"* [1]

| Replies | Percentage of men who had complaints about summer suits | |
|---|---|---|
| | *Percent* | |
| Material | | 38 |
| Won't hold the press | 21 | |
| Wrinkles too easily | 11 | |
| Poor material, unspecified | 8 | |
| Style and construction features | | 22 |
| Coat was not desired length | 4 | |
| Trousers were not desired style | 3 | |
| Pocket style unsatisfactory | 3 | |
| Had pleats | 2 | |
| Did not like style of lapel | 2 | |
| Did not want double breasted | 2 | |
| Did not like style of cuffs | 1 | |
| Did not want single breasted | 1 | |
| Did not like style of pleats | 1 | |
| Style construction, or not right—unspecified | 9 | |
| Size and fit | | 20 |
| Suit not full enough | 6 | |
| Incorrect waist size | 2 | |
| Incorrect trouser leg | 2 | |
| Crotch too tight | 2 | |
| Incorrect sleeve size | 1 | |
| Poor size and fit, unspecified | 9 | |
| Laundering characteristics | | 13 |
| Shrank after washing or cleaning | 7 | |
| Not color fast | 3 | |
| Poor laundering and cleaning qualities—unspecified | 4 | |
| Comfort | | 10 |
| Material too warm | 7 | |
| Material uncomfortable—unspecified | 4 | |
| Workmanship | | 7 |
| Poorly made seams | 2 | |
| Poor workmanship—unspecified | 6 | |
| Durability—did not wear well | | 5 |
| Color or design | | 4 |
| Color too light | 2 | |
| Poor color and design—unspecified | 3 | |
| Price—too expensive—poor value | | 3 |
| Miscellaneous | | 2 |
| Not ascertained | | 2 |
| Number of cases | | 271 |

[1] Percentages add to more than their subtotals and these add to more than 100 because many men mentioned more than 1 undesirable feature of their summer suits.

TABLE 133.—*Replies to the question: "In buying a summer suit, would you rather have one made of rayon, wool, cotton or a mixture?"*

| Replies | Percentage of men who owned summer suits | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | United States | | North, urban | | North, rural | | South, urban | | South, rural | |
| | *Percent* | | *Percent* | | *Percent* | | *Percent* | | *Percent* | |
| Prefer wool | --- | 39 | --- | 44 | --- | 44 | --- | 31 | --- | 20 |
| Prefer mixture | --- | 35 | --- | 32 | --- | 38 | --- | 39 | --- | 42 |
| Wool and cotton | 13 | | 14 | | 11 | | 13 | | 12 | |
| Wool and rayon | 10 | | 9 | | 12 | | 14 | | 11 | |
| Cotton and rayon | 8 | | 5 | | 13 | | 9 | | 17 | |
| Other mixtures | 4 | | 4 | | 2 | | 3 | | 2 | |
| Prefer cotton | --- | 8 | --- | 7 | --- | 5 | --- | 8 | --- | 12 |
| Prefer rayon | --- | 7 | --- | 5 | --- | 6 | --- | 9 | --- | 14 |
| Prefer other fibers | --- | 3 | --- | 3 | --- | 1 | --- | 6 | --- | 3 |
| Fiber doesn't make any difference | --- | 7 | --- | 8 | --- | 6 | --- | 5 | --- | 7 |
| Not ascertained | --- | 1 | --- | 1 | --- | --- | --- | 2 | --- | 2 |
| Total | | 100 | | 100 | --- | 100 | | 100 | | 100 |
| Number of cases | | 887 | | 508 | | 108 | | 293 | | 125 |

TABLE 134.—*Relation between income and fiber preference in summer suits*

| Fiber preference | Income levels of men who owned summer suits | | | | | |
|---|---|---|---|---|---|---|
| | Lower group | | Middle group | | Upper group | |
| | *Percent* | | *Percent* | | *Percent* | |
| Mixture | --- | 37 | --- | 40 | --- | 33 |
| Cotton and rayon | 12 | | 10 | | 6 | |
| Wool and rayon | 11 | | 11 | | 10 | |
| Wool and cotton | 10 | | 16 | | 13 | |
| Other mixtures | 4 | | 3 | | 4 | |
| Wool | --- | 29 | --- | 31 | --- | 48 |
| Cotton | --- | 13 | --- | 8 | --- | 5 |
| Rayon | --- | 12 | --- | 5 | --- | 6 |
| Other fibers | --- | 3 | --- | 7 | --- | 3 |
| Fiber doesn't make any difference | --- | 5 | --- | 7 | --- | 4 |
| Not ascertained | --- | 1 | --- | 2 | --- | 1 |
| Total | --- | 100 | --- | 100 | --- | 100 |
| Number of cases | | 199 | | 256 | | 393 |

TABLE 135.—*Relation between education and fiber preference in summer suits*

| Fiber preference | Educational levels of men who own summer suits | | | | | |
|---|---|---|---|---|---|---|
| | None or grammar school | | High school | | College | |
| | *Percent* | | *Percent* | | *Percent* | |
| Mixture | | 37 | | 39 | | 26 |
| Wool and cotton | 16 | | 13 | | 10 | |
| Wool and rayon | 9 | | 11 | | 10 | |
| Cotton and rayon | 9 | | 10 | | 4 | |
| Other mixtures | 3 | | 5 | | 2 | |
| Wool | | 31 | | 33 | | 53 |
| Rayon | | 11 | | 8 | | 3 |
| Cotton | | 9 | | 8 | | 6 |
| Other fibers | | 3 | | 5 | | 3 |
| Fiber doesn't make any difference | | 8 | | 6 | | 7 |
| Not ascertained | | 1 | | 1 | | 2 |
| Total | | 100 | | 100 | | 100 |
| Number of cases | | 237 | | 410 | | 234 |

TABLE 136.—*Relation between age and fiber preference in summer suits*

| Fiber preference | Age groups of men who owned summer suits [1] | | | |
|---|---|---|---|---|
| | Under 30 years | | 30 years and over | |
| | *Percent* | | *Percent* | |
| Mixture | | 37 | | 34 |
| Cotton and rayon | 14 | | 7 | |
| Wool and rayon | 11 | | 10 | |
| Wool and cotton | 8 | | 14 | |
| Other mixtures | 4 | | 3 | |
| Wool | | 29 | | 40 |
| Rayon | | 13 | | 6 |
| Cotton | | 12 | | 6 |
| Other fibers | | 4 | | 4 |
| Fiber doesn't make any difference | | 5 | | 8 |
| Not ascertained | | (2) | | 2 |
| Total | | 100 | | 100 |
| Number of cases | 197 | | 684 | |

[1] The 6 age groups shown in a preceding table have been consolidated into these 2 general groups. A comparison of owners of summer suits within each of the 6 age groups would not be valid because of the small number of cases.

[2] Less than 1 percent.

TABLE 137.—*Reasons men give for preferring summer suits made of wool, or a wool-cotton mixture* [1]

| Reasons for preference | Percentage of men who preferred wool | | Percentage of men who preferred a wool-cotton mixture | |
|---|---|---|---|---|
| | *Percent* [2] | | *Percent* [2] | |
| Appearance after wearing | ------ | 71 | ------ | 60 |
| Holds a crease | 47 | | 39 | |
| Holds its shape | 24 | | 17 | |
| Doesn't wrinkle easily | 6 | | 5 | |
| Keeps a nice appearance after wearing—unspecified | 2 | | 2 | |
| Durability—better wearing qualities | ------ | 31 | ------ | 28 |
| Comfort | ------ | 26 | ------ | 49 |
| Is cool | 15 | | 27 | |
| Is lightweight | 7 | | 13 | |
| Doesn't cling | 2 | | 1 | |
| Feels good next to the skin | 1 | | 4 | |
| Is comfortable—unspecified | 2 | | 4 | |
| Appearance | ------ | 18 | ------ | 8 |
| Looks dressy | 5 | | 1 | |
| Has a nice appearance—unspecified | 13 | | 7 | |
| Laundering characteristics | ------ | 11 | ------ | 11 |
| Can be dry cleaned | 7 | | 7 | |
| Can be laundered easily—unspecified | 4 | | 5 | |
| Habit—have always worn | ------ | (3) | ------ | 2 |
| Miscellaneous | ------ | 6 | ------ | 4 |
| Not ascertained | ------ | 3 | ------ | 2 |
| Number of cases | 342 | | 115 | |

[1] Reasons for selection of other fibers and mixtures are omitted because so few men selected them.

[2] Percentages add to more than their subtotals and these add to more than 100 because many men mentioned more than 1 reason for preferring particular fibers.

[3] Less than 1 percent.

TABLE 138.—*Replies to the question: "Are there any bad points in having a summer suit made of wool or a wool-cotton mixture?"*

| Replies | Percentage of men who preferred a summer suit made of wool or a mixture of wool-cotton | |
|---|---|---|
| | Wool | Wool-cotton mixture |
| | *Percent* | *Percent* |
| Yes | 28 | 27 |
| No | 66 | 71 |
| Not ascertained | 6 | 2 |
| Total | 100 | 100 |
| Number of cases | 342 | 115 |

TABLE 139.—*Replies to the question: "What is it that you don't care for about a summer suit made of wool, cotton, or rayon?"*

| Replies | Percentage of men who preferred a fiber other than— | | | | | |
|---|---|---|---|---|---|---|
| | Wool | | Cotton | | Rayon | |
| | *Percent* [1] | | *Percent* [1] | | *Percent* [1] | |
| Comfort | ---- | 82 | ---- | 4 | ---- | 3 |
| Is not cool | 80 | | 4 | | ---- | |
| Doesn't feel good next to the skin | 12 | | ---- | | ---- | |
| Clings | 1 | | ---- | | ---- | |
| Not comfortable—unspecified | ---- | | ---- | | 3 | |
| Price—is too expensive | ---- | 5 | ---- | ---- | ---- | 1 |
| Appearance after wearing | ---- | 3 | ---- | 54 | ---- | 28 |
| Doesn't hold a crease | 2 | | 19 | | 9 | |
| Doesn't hold its shape | ---- | | 20 | | 8 | |
| Wrinkles | ---- | | 18 | | 11 | |
| Doesn't keep a nice appearance—unspecified | 1 | | 4 | | 2 | |
| Is less satisfactory in laundering | ---- | 2 | ---- | 7 | ---- | 5 |
| Durability—doesn't wear well | ---- | 1 | ---- | 6 | ---- | 3 |
| Appearance | ---- | ---- | ---- | 23 | ---- | 15 |
| Is not dressy | ---- | | 10 | | ---- | |
| Is cheap looking | ---- | | 6 | | 2 | |
| Has no body to it | ---- | | 2 | | 6 | |
| Is too shiny | ---- | | ---- | | 3 | |
| Doesn't have a nice appearance—unspecified | ---- | | 7 | | 5 | |
| Miscellaneous | ---- | 1 | ---- | 1 | ---- | 1 |
| No objection to {wool / cotton / rayon} summer suits | ---- | 1 | ---- | 3 | ---- | 3 |
| Unfamiliar with {wool / cotton / rayon} summer suits | ---- | 3 | ---- | 11 | ---- | 32 |
| Not ascertained | ---- | 8 | ---- | 11 | ---- | 19 |
| Number of cases | | 470 | | 746 | | 756 |

[1] Percentages total to more than their subtotals and these add to more than 100 because some men gave more than 1 answer.

TABLE 140.—*Replies to the question: "Are there any good points about having a summer suit made of wool, cotton or rayon?"*

| Replies | Percentage of men who preferred a summer suit made of a fiber other than— | | |
|---|---|---|---|
| | Wool [1] | Cotton [2] | Rayon [3] |
| | *Percent* | *Percent* | *Percent* |
| Yes | 39 | 48 | 39 |
| No | 38 | 31 | 33 |
| Don't know | 23 | 21 | 28 |
| Total | 100 | 100 | 100 |
| Number of cases | 458 | 663 | 517 |

[1] There were 12 summer-suit owners who were unfamiliar with wool summer suits and were not asked about wool.

[2] There were 83 summer-suit owners who were unfamiliar with cotton summer suits and were not asked about cotton.

[3] There were 239 summer-suit owners who were unfamiliar with rayon summer suits and were not asked about rayon.

TABLE 141.—*What men say they like in nonpreferred fibers for summer suits*

| Preferred qualities | Percentage of men who said there were some good points in a summer suit made of a nonpreferred fiber of— | | | | | |
|---|---|---|---|---|---|---|
| | Wool | | Cotton | | Rayon | |
| | *Percent* [1] | | *Percent* [1] | | *Percent* [1] | |
| Appearance after wearing | ---- | 49 | ---- | ---- | ---- | 9 |
| Holds a crease | 37 | | ---- | | 6 | |
| Holds its shape | 11 | | ---- | | 2 | |
| Doesn't wrinkle so easily | 2 | | ---- | | ---- | |
| Keeps a nice appearance after wearing | 4 | | ---- | | 2 | |
| Durability—good wearing qualities | ---- | 30 | ---- | 8 | ---- | 4 |
| Appearance | ---- | 23 | ---- | 4 | ---- | 16 |
| Looks dressy | 6 | | ---- | | 4 | |
| Has a nice appearance—unspecified | 18 | | 4 | | 12 | |
| Comfort | ---- | 11 | ---- | 70 | ---- | 76 |
| Is cool | 2 | | 64 | | 69 | |
| Doesn't cling | 2 | | ---- | | ---- | |
| Is lightweight | ---- | | 8 | | 12 | |
| Is comfortable—unspecified | 7 | | 3 | | 3 | |
| Laundering characteristics | ---- | 6 | ---- | 22 | ---- | 3 |
| Can be dry cleaned | 6 | | ---- | | 2 | |
| Can be washed | ---- | | 19 | | ---- | |
| Can be laundered easily—unspecified | ---- | | 4 | | 2 | |
| Price—is less expensive | ---- | 1 | ---- | 14 | ---- | 5 |
| Miscellaneous | ---- | 5 | ---- | 2 | ---- | 2 |
| Number of cases | 180 | | 320 | | 200 | |

[1] Percentages add to more than their subtotals and these add to more than 100 because some men gave more than 1 reason.

TABLE 142.—*Replies to the question: "Within the last 2 years have you worn a summer suit made of wool, cotton, rayon or a mixture?"*

| Replies | Percentage of men who owned summer suits | | | | |
|---|---|---|---|---|---|
| | United States | North, urban | North, rural | South, urban | South, rural |
| | *Percent* [1] | *Percent* [1] | *Percent* [1] | *Percent* [1] | *Percent* [1] |
| All-wool summer suit | 52 | 57 | 52 | 50 | 32 |
| Summer suit made of a fiber mixture | 48 | 44 | 47 | 58 | 55 |
| Cotton summer suit | 20 | 17 | 14 | 28 | 24 |
| Rayon summer suit | 13 | 10 | 10 | 19 | 17 |
| Don't know fiber | 4 | 4 | 6 | 2 | 5 |
| Number of cases | 887 | 508 | 108 | 293 | 125 |

[1] Percentages add to more than 100 because some men have worn summer suits made of more than 1 of these fibers.

TABLE 143.—*Relation between fiber experience in summer suits and fiber preference*

| Fiber preference | Percentage of men who have had experience with— | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Wool | | Cotton | | Rayon | | Mixtures | |
| | *Percent* | | *Percent* | | *Percent* | | *Percent* | |
| Wool | 70 | | 14 | | 15 | | 12 | |
| Mixture | 15 | | 26 | | 26 | | 65 | |
| Wool and rayon | 5 | | 5 | | 13 | | 20 | |
| Wool and cotton | 4 | | 13 | | 4 | | 25 | |
| Cotton and rayon | 4 | | 7 | | 9 | | 14 | |
| Other mixtures | 2 | | 1 | | | | 6 | |
| Cotton | | 4 | | 34 | | 4 | | 4 |
| Rayon | | 4 | | 7 | | 44 | | 5 |
| Other fibers | | 2 | | 6 | | 2 | | 6 |
| Fiber doesn't make any difference | | 4 | | 12 | | 6 | | 7 |
| Not ascertained | | 1 | | 1 | | 3 | | 1 |
| Total | | 100 | | 100 | | 100 | | 100 |
| Number of cases | 461 | | 173 | | 119 | | 427 | |

TABLE 144.—*Replies to the question: "Would you pay more for a summer suit made of cotton (or) rayon that was especially treated so that it wouldn't wrinkle much?"*

| Replies | Percentage of men who had worn a cotton summer suit within the preceding 2 years | Percentage of men who had worn a rayon summer suit within the preceding 2 years |
|---|---|---|
| | *Percent* | *Percent* |
| Yes | 77 | 64 |
| No | 17 | 11 |
| Don't know | 6 | 25 |
| Total | 100 | 100 |
| Number of cases | 173 | 119 |

TABLE 145.—*Replies to the question: "Do you yourself select most of your summer suits or does someone else select most of them for you or help you select them?"*

| Replies | Percentage of men who wore summer suits | | | | |
|---|---|---|---|---|---|
| | United States | North, urban | North, rural | South, urban | South, rural |
| | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* |
| Owner selects most | 80 | 83 | 68 | 80 | 77 |
| Wife selects most | 3 | 1 | 5 | 4 | 4 |
| Mother selects most | 1 | 1 | ------ | 1 | 1 |
| Someone else selects most | (1) | 1 | 1 | ------ | 4 |
| Wife helps select most | 12 | 11 | 17 | 12 | 10 |
| Mother helps select most | 1 | 1 | 1 | (1) | 1 |
| Someone else helps select most | 2 | 1 | 6 | 1 | 2 |
| Not ascertained | 1 | 1 | 2 | 2 | 1 |
| Total | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 887 | 508 | 108 | 293 | 125 |

[1] Less than 1 percent.

TABLE 146.—*Replies to the question: "As a rule, do you wear heavier underwear in the winter than in the summer?"*

| Replies | United States | North, urban | North, rural | South, urban | South, rural |
|---|---|---|---|---|---|
| | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* |
| Wear same kind of underwear year round | 58 | 64 | 41 | 70 | 50 |
| Wear heavier underwear in winter | 42 | 36 | 59 | 30 | 50 |
| Total | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 2, 203 | 1, 087 | 416 | 610 | 395 |

TABLE 147.—*Replies to the question: "Is the kind you use one-piece or two-piece?"*

| Replies | Wear heavier underwear in winter [1] | Wear same kind of underwear year round |
|---|---|---|
| | *Percent* | *Percent* |
| Use mostly or entirely one-piece | 74 | 8 |
| Use mostly or entirely two-piece | 26 | 92 |
| Total | 100 | 100 |
| Number of cases | 920 | 1, 283 |

[1] Men who wore heavier underwear in winter were asked about winter underwear only. This applies to all later tables which include this heading.

Table 148.—*Replies to the question: "Do you use short or long underwear?"*

| Replies | Percentage of men who wore heavier underwear in winter | Percentage of men who wore same kind of underwear year round |
|---|---|---|
| | *Percent* | *Percent* |
| Wear long underwear | 92 | 5 |
| Wear short underwear | 7 | 95 |
| Not ascertained | 1 | (1) |
| Total | 100 | 100 |
| Number of cases | 920 | 1, 283 |

[1] Less than 1 percent.

TABLE 149.—*Relation between income and kind of underwear worn*

| Kind of underwear worn | Income groups | | |
|---|---|---|---|
| | Lower group | Middle group | Upper group |
| | *Percent* | *Percent* | *Percent* |
| Wear heavier underwear in winter and use mostly or entirely one-piece | 42 | 25 | 22 |
| Wear heavier underwear in winter and use mostly or entirely two-piece | 13 | 12 | 8 |
| Wear same kind of underwear the year round | 45 | 63 | 70 |
| Total | 100 | 100 | 100 |
| Number of cases | 774 | 616 | 699 |

TABLE 150.—*Relation between education and kind of underwear worn*

| Kind of underwear worn | Educational levels | | |
|---|---|---|---|
| | None or grammar school | High school | College |
| | *Percent* | *Percent* | *Percent* |
| Wear heavier underwear in winter and use mostly or entirely one-piece | 48 | 22 | 11 |
| Wear heavier underwear in winter and use mostly or entirely two-piece | 14 | 10 | 6 |
| Wear same kind of underwear the year round | 38 | 68 | 83 |
| Total | 100 | 100 | 100 |
| Number of cases | 863 | 965 | 357 |

TABLE 151.—*Relation between age and kind of underwear worn*

| Kind of underwear worn | Age groups | | | | | |
|---|---|---|---|---|---|---|
| | 16 to 19 years | 20 to 24 years | 25 to 29 years | 30 to 44 years | 45 to 54 years | 55 years and over |
| | *Pct.* | *Pct.* | *Pct.* | *Pct.* | *Pct.* | *Pct.* |
| Wear heavier underwear in winter and use mostly or entirely one-piece | 12 | 10 | 12 | 24 | 41 | 54 |
| Wear heavier underwear in winter and use mostly or entirely two-piece | 12 | 5 | 7 | 9 | 14 | 14 |
| Wear same kind of underwear the year round | 76 | 85 | 81 | 67 | 45 | 32 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 127 | 192 | 228 | 736 | 394 | 512 |

TABLE 152.—*Replies to the question: "In buying underwear (for use the year round), would you rather have it made of a mixture of wool and cotton, or all-cotton, or all-rayon?"*

| Replies | Percentage of men who wore same kind of underwear year round |
|---|---|
| | *Percent* |
| Prefer cotton | 82 |
| Prefer rayon | 4 |
| Prefer mixture of wool and cotton | 4 |
| Prefer other fibers | 3 |
| Fiber doesn't make any difference | 6 |
| Not ascertained | 1 |
| Total | 100 |
| Number of cases | 1, 283 |

TABLE 153.—*Replies to the question. "In buying winter underwear would you rather have a mixture of wool and cotton, or all-cotton, or all-wool?"*

| Replies | Percentage of men who wore heavier underwear in winter |
|---|---|
| | *Percent* |
| Prefer mixture of wool and cotton | 45 |
| Prefer cotton | 40 |
| Prefer wool | 10 |
| Prefer other fibers | 2 |
| Fiber doesn't make any difference | 3 |
| Total | 100 |
| Number of cases | 920 |

TABLE 154.—*Reasons men give for preferring underwear made of a wool-cotton mixture, cotton or wool* [1]

| Reasons for preference | Percentage of men who preferred a wool-cotton mixture [2] | | Percentage of men who preferred cotton [2] | | Percentage of men who preferred wool [3] | |
|---|---|---|---|---|---|---|
| | *Percent* [4] | | *Percent* [4] | | *Percent* [4] | |
| Comfort | ---- | 87 | ---- | 60 | ---- | 97 |
| Is warm | 47 | | 6 | | 85 | |
| Doesn't scratch the skin | 27 | | 24 | | ---- | |
| Is not as warm as all-wool | 7 | | 2 | | ---- | |
| Is cool | 6 | | 14 | | ---- | |
| Doesn't stick to the skin | 6 | | 6 | | 14 | |
| Fits well | 5 | | 5 | | 5 | |
| Is lightweight | 4 | | 5 | | 3 | |
| Is comfortable, unspecified | 8 | | 9 | | ---- | |
| Laundering characteristics | ---- | 14 | ---- | 18 | ---- | 4 |
| Doesn't shrink | 10 | | 2 | | 1 | |
| Can be washed easily | 3 | | 10 | | 1 | |
| Stands washing | (5) | | 2 | | ---- | |
| Has desirable laundering characteristics, unspecified | 2 | | 5 | | 2 | |
| Durability—good wearing qualities | ---- | 12 | ---- | 16 | ---- | 11 |
| Price—is less expensive | ---- | 6 | ---- | 6 | ---- | ---- |
| Habit—kind always worn | ---- | 1 | ---- | 13 | ---- | ---- |
| Miscellaneous | ---- | 3 | ---- | 3 | ---- | 4 |
| Not ascertained | ---- | 3 | ---- | 8 | ---- | ---- |
| Number of cases | | 457 | | 1,424 | | 92 |

[1] Reasons for preferring rayon are not shown as the number of men in this group is too small.

[2] Men using heavier underwear in winter are combined with those wearing same kind of underwear year round in order to provide groups of sufficient size.

[3] Those who gave reasons for preferring wool represent only the men who use heavier underwear in winter.

[4] Percentages add to more than their subtotals and these add to more than 100 because many men mentioned more than 1 reason for preferring these fibers.

[5] Less than 1 percent.

TABLE 155.—*Replies to the question: "What is it that you don't care for about underwear made of rayon?"*

| Replies | Percentage of men who wore same kind of underwear year round who preferred a fiber other than rayon | |
|---|---|---|
| | *Percent* [1] | |
| Comfort | | 28 |
| Sticks to the skin | 8 | |
| Doesn't fit well | 7 | |
| Feels slippery on the skin | 5 | |
| Is not warm enough | 3 | |
| Doesn't feel good next to the skin | 3 | |
| Is uncomfortable, unspecified | 4 | |
| Durability—doesn't wear well | | 12 |
| Price—is too expensive | | 4 |
| Laundering characteristics | | 4 |
| Cannot be laundered easily | 2 | |
| Does not stand many washings | 1 | |
| Has poor laundering characteristics, unspecified | 2 | |
| Material too feminine | | 3 |
| No objections to rayon underwear | | 4 |
| Unfamiliar with rayon underwear | | 29 |
| Miscellaneous | | 5 |
| Not ascertained | | 19 |
| Number of cases | | 1, 150 |

[1] Percentages add to more than their subtotals and these add to more than 100 because some men mentioned more than 1 complaint about underwear made of rayon.

TABLE 156.—*Replies to the question: "What is it that you don't care for about underwear made of wool?"*

| Replies | Percentage of men who wore heavier underwear in winter who preferred a fiber other than wool | |
|---|---|---|
| | *Percent* [1] | |
| Comfort | | 78 |
| Scratches the skin | 52 | |
| Is too warm | 30 | |
| Doesn't fit well | 9 | |
| Uncomfortable, unspecified | 3 | |
| Laundering characteristics | | 9 |
| Shrinks | 7 | |
| Has poor laundering characteristics, unspecified | 2 | |
| Price—is too expensive | | 9 |
| Durability—doesn't wear well | | 4 |
| Unfamiliar with woolen underwear | | 3 |
| Miscellaneous | | 1 |
| Not ascertained | | 8 |
| Number of cases | | 795 |

[1] Percentages add to more than their subtotals and these add to more than 100 because some men mentioned more than 1 undesirable feature about underwear made of wool.

TABLE 157.—*Replies to the question: "What is it that you don't care for about underwear made of a wool-cotton mixture?"*

| Replies | Percentage of men who wore heavier underwear in winter who preferred a fiber other than a wool-cotton mixture | |
|---|---|---|
| | *Percent* [1] | |
| Comfort | | 59 |
| Scratches the skin | 31 | |
| Is too warm | 20 | |
| Is not warm enough | 5 | |
| Is too bulky | 4 | |
| Price—is too expensive | | 6 |
| Laundering characteristics | | 3 |
| Shrinks | 3 | |
| Durability—doesn't wear well | | 1 |
| No objections to wool-cotton mixture | | 4 |
| Unfamiliar with wool-cotton mixture | | 13 |
| Miscellaneous | | 3 |
| Not ascertained | | 13 |
| Number of cases | | 484 |

[1] Percentages add to more than their subtotals and these add to more than 100 because many men mentioned more than 1 complaint about underwear made of wool-cotton mixture.

TABLE 158.—*Replies to the question: "What is it that you don't care for about underwear made of cotton?"*

| Replies | Percentage of men who wore heavier underwear in winter who preferred a fiber other than cotton | |
|---|---|---|
| | *Percent* [1] | |
| Comfort | | 82 |
| Is not warm enough | 65 | |
| Sticks to the skin | 5 | |
| Is too thin | 5 | |
| Doesn't fit well | 6 | |
| Is too warm | 3 | |
| Is uncomfortable, unspecified | 6 | |
| Laundering characteristics | | 5 |
| Stretches | 3 | |
| Shrinks | 2 | |
| Durability—doesn't wear well | | 4 |
| No objections to cotton underwear | | 3 |
| Unfamiliar with cotton underwear | | 2 |
| Miscellaneous | | 2 |
| Not ascertained | | 8 |
| Number of cases | | 523 |

[1] Percentages add to more than their subtotals and these add to more than 100 because some men mentioned more than 1 complaint about underwear made of cotton.

TABLE 159.—*Replies to the question: "Talking about your undershirts, would you rather have them made of a mixture of wool and cotton, or all cotton (or all wool, or all rayon)?"*

| Replies | Percentage of men who wore mostly two-piece underwear and— | |
|---|---|---|
| | Wore heavier underwear in winter and use mostly or entirely 2-piece | Wore the same kind of underwear year round and use mostly or entirely 2-piece |
| | *Percent* | *Percent* |
| Prefer all-cotton | 43 | 78 |
| Prefer wool-cotton mixture | 37 | 4 |
| Prefer all-wool | 11 | [1] |
| Prefer all-rayon | [1] | 4 |
| Prefer other fibers | 1 | 2 |
| Fiber makes no difference | [2] | 3 |
| Not ascertained | 8 | 9 |
| Total | 100 | 100 |
| Number of cases | 240 | 1, 177 |

[1] When this question was asked of the men who wear heavier underwear in winter, all-wool was included; when asked of the men who wear the same kind of underwear year round, all rayon was included instead of all-wool.
[2] Less than 1 percent.

TABLE 160.—*Replies to the question: "Within the last 2 years, have you worn underwear made of a wool-cotton mixture, all wool, all cotton, or all rayon?"*

| Replies | Wore heavier underwear in winter | Wore same kind of underwear year round |
|---|---|---|
| | *Percent* [1] | *Percent* [1] |
| All cotton underwear | 53 | 94 |
| Underwear made of a wool-cotton mixture | 52 | 10 |
| All-wool underwear | 14 | [2] |
| All-rayon underwear | [2] | 12 |
| Don't know fiber | 1 | 1 |
| Not ascertained | 1 | 2 |
| Number of cases | 920 | 1, 283 |

[1] Percentages add to more than 100 because some men reported wearing underwear made of more than 1 fiber.
[2] When this question was asked of the men who wear heavier underwear in winter, all-wool was included; when asked of the men who wear same kind of underwear year round, all rayon was included instead of all-wool.

TABLE 161.—*Relation between experience with specific fibers in underwear and fiber preference*

| Fiber preference | Percentage of men who within the preceding 2 years have worn underwear made of [1]— | | | |
|---|---|---|---|---|
| | Wool-cotton mixture only | Wool-cotton mixture, cotton | All cotton only | All cotton, rayon |
| | *Percent* | *Percent* | *Percent* | *Percent* |
| Wool-cotton mixture | 93 | 57 | 1 | 1 |
| Cotton | 1 | 29 | 95 | 63 |
| Wool | 1 | 3 | [2] | -- |
| Rayon | 1 | -- | [2] | 15 |
| Other fibers | 1 | 1 | [2] | 3 |
| Two fibers or mixtures | 1 | 2 | [2] | 6 |
| Fiber doesn't make any difference | 2 | 8 | 4 | 12 |
| Total | 100 | 100 | 100 | 100 |
| Number of cases | 313 | 193 | 1,325 | 113 |

[1] Men who wore heavier underwear in winter are combined with those who wore same kind of underwear year round in order to provide groups of sufficient size.
[2] Less than 1 percent.

TABLE 162.—*(If within the last 2 years have worn heavier underwear in winter made of a wool-cotton mixture) Replies to the question: "Would you pay more for a set of underwear made of a wool-cotton mixture that was specially treated so it wouldn't shrink much in washing?"*

| Replies | Percentage of men who have worn heavier underwear in winter made of a wool-cotton mixture |
|---|---|
| | *Percent* |
| Would be willing to pay more | 65 |
| Would not be willing to pay more | 22 |
| Not ascertained | 13 |
| Total | 100 |
| Number of cases | 479 |

TABLE 163.—*(If expressed willingness to pay more for underwear made of a wool-cotton mixture specially treated so it would not shrink much in washing)—Replies to the question: "How much more would you be willing to pay for it?"*

| Percent increase of original price stated | Percentage of men who have worn heavier underwear in winter made of a wool-cotton mixture and who expressed willingness to pay more for specially treated mixture of this kind |
|---|---|
| | *Percent* |
| 50 percent or larger increase in price | 9 |
| Up to 50 percent more | 17 |
| Up to 40 percent more | 34 |
| Up to 30 percent more | 66 |
| Up to 20 percent more | 97 |
| Up to 10 percent more | 100 |
| Number of cases [1] | 279 |

[1] 31 men did not know how much more they would be willing to pay for shrinkproof wool-cotton mixture underwear. This small group has not been considered in the above table.

TABLE 164.—*(If within the last 2 years have worn cotton-knit shorts (drawers))—Replies to the question: "Would you pay more for a pair of cotton-knit shorts made of material that was specially treated so they wouldn't shrink much in washing?"*

| Replies | Percentage of men who have worn cotton-knit shorts (drawers) |
|---|---|
| | *Percent* |
| Would be willing to pay more | 55 |
| Would not be willing to pay more | 38 |
| Not ascertained | 7 |
| Total | 100 |
| Number of cases | 365 |

TABLE 165.—*(If expressed willingness to pay more for cotton-knit shorts (drawers) specially treated so they would not shrink much in washing)—Replies to the question: "How much more would you be willing to pay for them?"*

| Present increase of original price stated | Percentage of men who have worn cotton-knit shorts and who expressed willingness to pay more for specially treated shorts of this kind |
|---|---|
| | *Percent* |
| 50 percent or larger increase in price | 8 |
| Up to 50 percent more | 22 |
| Up to 40 percent more | 44 |
| Up to 30 percent more | 81 |
| Up to 20 percent more | 99 |
| Up to 10 percent more | 100 |
| Number of cases [1] | 156 |

[1] 47 men did not know how much more they would be willing to pay for shrink-proof cotton-knit shorts. This group has not been included in the above table.

TABLE 166.—*Replies to the question: "Do you, yourself, select most of your underwear, or does someone else select most of them for you or help you select them?"*

| Replies | Percentage of men who have worn underwear of any kind |
|---|---|
| | *Percent* |
| Owner selects most | 61 |
| Wife selects most | 24 |
| Mother selects most | 3 |
| Someone else selects most | 3 |
| Wife helps select most | 6 |
| Someone else helps select most | 1 |
| Mother helps select most | 1 |
| Not ascertained | 1 |
| Total | 100 |
| Number of cases | 2, 203 |

TABLE 167.—*Replies to the question: "When you buy underwear do you generally look for labels or tags in them telling whether they are made of wool, cotton, or rayon?"*

| Replies | Percentage of men who selected their own underwear |
|---|---|
| | *Percent* |
| Generally look for labels or tags | 53 |
| Generally do not look for labels or tags | 44 |
| Not ascertained | 3 |
| Total | 100 |
| Number of cases | 1, 344 |

TABLE 168.—*Replies to the question: "Do you use pajamas as a sleeping garment?"*

| Replies | United States | North, urban | North, rural | South, urban | South, rural |
|---|---|---|---|---|---|
| | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* |
| Use pajamas as sleeping attire | 53 | 64 | 43 | 56 | 31 |
| Do not use pajamas as sleeping attire | 47 | 36 | 57 | 44 | 69 |
| Total | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 2, 203 | 1, 087 | 416 | 610 | 395 |

TABLE 169.—*Replies to the question: "About how many pairs of pajamas would you say you have now?"*

| Number owned | Percentage of men who used pajamas | | | | |
|---|---|---|---|---|---|
| | United States | North, urban | North, rural | South, urban | South, rural |
| | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* |
| 9 or more pairs | 3 | 4 | 2 | 1 | 2 |
| 8 or more pairs | 5 | 7 | 5 | 2 | 3 |
| 7 or more pairs | 6 | 9 | 5 | 4 | 3 |
| 6 or more pairs | 13 | 17 | 8 | 10 | 5 |
| 5 or more pairs | 21 | 25 | 17 | 18 | 8 |
| 4 or more pairs | 41 | 46 | 35 | 38 | 27 |
| 3 or more pairs | 69 | 74 | 64 | 67 | 52 |
| 2 or more pairs | 93 | 94 | 93 | 93 | 92 |
| At least one pair | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 1, 171 | 698 | 178 | 344 | 123 |

TABLE 170.—*Relation between income and use of pajamas*

| Use | Income groups | | |
|---|---|---|---|
| | Lower group | Middle group | Upper group |
| | *Percent* | *Percent* | *Percent* |
| Use pajamas as sleeping attire | 38 | 60 | 64 |
| Do not use pajamas as sleeping attire | 62 | 40 | 36 |
| Total | 100 | 100 | 100 |
| Number of cases | 774 | 616 | 699 |

TABLE 171.—*Relation between income and number of pairs of pajamas owned*

| Number owned | Income of men who use pajamas | | |
|---|---|---|---|
| | Lower group | Middle group | Upper group |
| | *Percent* | *Percent* | *Percent* |
| 9 or more pairs | 2 | 2 | 4 |
| 8 or more pairs | 2 | 3 | 9 |
| 7 or more pairs | 2 | 5 | 10 |
| 6 or more pairs | 4 | 10 | 22 |
| 5 or more pairs | 10 | 19 | 30 |
| 4 or more pairs | 26 | 42 | 51 |
| 3 or more pairs | 54 | 71 | 77 |
| 2 or more pairs | 91 | 93 | 94 |
| At least one pair | 100 | 100 | 100 |
| Number of cases | 297 | 367 | 449 |

TABLE 172.—*Relation between education and use of pajamas*

| Use | Educational level | | |
|---|---|---|---|
| | None or grammar school | High school | College |
| | *Percent* | *Percent* | *Percent* |
| Use pajamas as sleeping attire | 38 | 58 | 77 |
| Do not use pajamas as sleeping attire | 62 | 42 | 23 |
| Total | 100 | 100 | 100 |
| Number of cases | 863 | 965 | 357 |

TABLE 173.—*Relation between age and use of pajamas*

| Use | Age groups of men who used pajamas | | | | | |
|---|---|---|---|---|---|---|
| | 16 to 19 years | 20 to 24 years | 25 to 29 years | 30 to 44 years | 45 to 54 years | 55 years and over |
| | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* |
| Use pajamas as sleeping attire | 47 | 39 | 53 | 60 | 58 | 47 |
| Do not use pajamas as sleeping attire | 53 | 61 | 47 | 40 | 42 | 53 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 127 | 192 | 228 | 736 | 394 | 512 |

TABLE 174.—*Replies to the question: "Would you rather have your pajamas made of cotton or rayon?"*

| Replies | Percentage of men who used pajamas |
|---|---|
| | *Percent* |
| Prefer cotton | 68 |
| Prefer rayon | 12 |
| Prefer other fiber | 1 |
| Fiber does not make any difference | 18 |
| Not ascertained | 1 |
| Total | 100 |
| Number of cases | 1,171 |

TABLE 175.—*Reasons men give for preferring pajamas made of cotton or rayon*

| Reasons | Percentage of men who preferred cotton | | Percentage of men who preferred rayon | |
|---|---|---|---|---|
| | *Percent* [1] | | *Percent* [1] | |
| Comfort | ------ | 55 | ------ | 73 |
| Is cool for summer | 18 | | 43 | |
| Feels good next to the skin | 16 | | 30 | |
| Doesn't creep up or twist | 8 | | 3 | |
| Is warm in winter | 8 | | 1 | |
| Is comfortable—unspecified | 6 | | 4 | |
| Laundering characteristics | ------ | 17 | ------ | 7 |
| Is easy to wash and iron | 7 | | 3 | |
| Is durable in laundering | 2 | | 1 | |
| Can be laundered easily—unspecified | 8 | | 5 | |
| Durability—good wearing quality | ------ | 15 | ------ | 10 |
| Price—is less expensive | ------ | 6 | ------ | ------ |
| Appearance | ------ | 3 | ------ | 11 |
| Habit, have always worn | ------ | 13 | ------ | ------ |
| Miscellaneous | ------ | 2 | ------ | 2 |
| Not ascertained | ------ | 10 | ------ | 11 |
| Number of cases | | 795 | | 145 |

[1] Percentages add to more than their subtotals and these add to more than 100 because many men mentioned more than 1 reason for fiber preference.

TABLE 176.—*Replies to the question: "What is it that you don't care for about pajamas made of (rayon) (cotton)?"*

| Replies | Percentage of men who preferred a fiber other than rayon | | Percentage of men who preferred a fiber other than cotton | |
|---|---|---|---|---|
| | *Percent* [1] | | *Percent* [1] | |
| Comfort | | 33 | | 45 |
| Is too warm | 3 | | 24 | |
| Is not warm enough | 6 | | 2 | |
| Does not feel good next to skin | 9 | | 11 | |
| Clings to the body | 7 | | 5 | |
| Won't stay in place | 10 | | 6 | |
| Not comfortable—unspecified | 2 | | 3 | |
| Appearance | | 3 | | 7 |
| Is too fancy | 3 | | | |
| Doesn't have a nice appearance—unspecified | | | 7 | |
| Laundering characteristics | | 6 | | 4 |
| Is not easy to wash or iron | 3 | | 1 | |
| Is not durable in laundering | 1 | | | |
| Is not satisfactory in laundering—unspecified | 2 | | 3 | |
| Durability | | 11 | | 3 |
| The seams pull out | 3 | | | |
| Is less durable, unspecified | 9 | | 4 | |
| Price—is too expensive | | 5 | | |
| Miscellaneous | | 3 | | 4 |
| No objections to it | | 2 | | 13 |
| Unfamiliar with it; have never worn it | | 28 | | 3 |
| Not ascertained | | 16 | | 26 |
| Number of cases | | 807 | | 157 |

[1] Percentages add to more than their subtotals and these add to more than 100 because many men mentioned more than 1 reason for fiber preference.

TABLE 177.—*Replies to the question: "Within the last 2 years have you worn pajamas made of (cotton) (rayon)?"*

| Replies | Percentage of men who used pajamas |
|---|---|
| | *Percent* |
| Cotton only | 67 |
| Both cotton and rayon | 25 |
| Rayon only | 5 |
| Don't know fiber | 1 |
| Not ascertained | 2 |
| Total | 100 |
| Number of cases | 1, 171 |

TABLE 178.—*Relation between experience with specific fibers in pajamas and fiber preference*

| Fiber preference | Percentage of men who within the preceding 2 years have used pajamas made of— | | |
|---|---|---|---|
| | Cotton only | Rayon only | Both rayon and cotton |
| | *Percent* | *Percent* | *Percent* |
| Cotton | 88 | ---------- | 35 |
| Rayon | 2 | 92 | 26 |
| No difference | 10 | 7 | 37 |
| Other | (1) | 1 | 2 |
| Total | 100 | 100 | 100 |
| Number of cases | 787 | 59 | 288 |

[1] Less than 1 percent.

TABLE 179.—*Replies to the question: "Do you, yourself, select most of your pajamas or does someone else select most of them for you or help you select them?"*

| Replies | Percentage of men who used pajamas |
|---|---|
| | *Percent* |
| Owner selects most | 49 |
| Wife selects most | 30 |
| Mother selects most | 4 |
| Someone else selects most | 6 |
| Wife helps select most | 6 |
| Mother helps select most | 1 |
| Someone else helps select most | (1) |
| Not ascertained | 4 |
| Total | 100 |
| Number of cases | 1, 171 |

[1] Less than 1 percent.

TABLE 180.—*Replies to the question: "Do you have a robe, like a bathrobe, or a lounging robe?"*

| Replies | United States | North, urban | North, rural | South, urban | South, rural |
|---|---|---|---|---|---|
| | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* |
| Own robe | 53 | 68 | 42 | 53 | 22 |
| Do not own robe | 47 | 32 | 58 | 47 | 78 |
| Total | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 2,203 | 1,087 | 416 | 610 | 395 |

TABLE 181.—*Replies to the question: "How many robes do you have at present?"*

| Replies | Percentage of men who owned robes |
|---|---|
| | *Percent* |
| 4 or more | 2 |
| 3 or more | 7 |
| 2 or more | 30 |
| At least 1 | 100 |
| Number of cases | 1,167 |

TABLE 182.—*Relation between income and ownership of robe(s)*

| Ownership | Income groups | | |
|---|---|---|---|
| | Lower group | Middle group | Upper group |
| | *Percent* | *Percent* | *Percent* |
| Own robe(s) | 33 | 59 | 70 |
| Do not own robe(s) | 67 | 41 | 30 |
| Total | 100 | 100 | 100 |
| Number of cases | 774 | 616 | 699 |

TABLE 183.—*Relation between education and ownership of robe(s)*

| Ownership | Educational levels | | |
|---|---|---|---|
| | None or grammar school | High school | College |
| | *Percent* | *Percent* | *Percent* |
| Own robe(s) | 35 | 58 | 83 |
| Do not own robe(s) | 65 | 42 | 17 |
| Total | 100 | 100 | 100 |
| Number of cases | 863 | 965 | 357 |

TABLE 184.—*Relation between age and ownership of robe(s)*

| Ownership | Age groups | | | | | |
|---|---|---|---|---|---|---|
| | 16 to 19 years | 20 to 24 years | 25 to 29 years | 30 to 44 years | 45 to 54 years | 55 years and over |
| | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* | *Percent* |
| Own robe(s) | 28 | 39 | 57 | 58 | 57 | 52 |
| Do not own robe(s) | 72 | 61 | 43 | 42 | 43 | 48 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 127 | 192 | 228 | 736 | 394 | 512 |

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TABLE 185.—*Replies to the question: "Would you rather have a robe made of wool, rayon, cotton, or a mixture?"*

| Replies | Percentage of men who owned robes |
|---|---|
| | *Percent* |
| Prefer wool | 32 |
| Prefer mixture | 16 |
| Wool and cotton | 7 |
| Wool and rayon | 2 |
| Other mixtures | 7 |
| Prefer cotton | 13 |
| Prefer rayon | 12 |
| Prefer one fiber in winter, another in summer | 4 |
| Prefer wool in winter; cotton in summer | 4 |
| Prefer other fiber | 3 |
| Fiber doesn't make any difference | 15 |
| Not ascertained | 1 |
| Total | 100 |
| Number of cases | 1, 167 |

TABLE 186.—*Reasons men gave for preferring robes made of wool, rayon, or cotton* [1]

| Reasons for preference | Percentage of men who preferred wool | Percentage of men who preferred rayon | Percentage of men who preferred cotton |
|---|---|---|---|
| | *Percent* [2] | *Percent* [2] | *Percent* [2] |
| Comfort | 80 | 43 | 47 |
| Is warm for winter | 77 | 2 | 8 |
| Feels good next to the skin | 4 | 17 | 10 |
| Is cool for summer | -- | 17 | 16 |
| Can be used year round | 1 | 7 | 3 |
| Is comfortable—unspecified | 2 | 5 | 15 |
| Durability—good wearing qualities | 12 | 4 | 8 |
| Appearance | 7 | 51 | 3 |
| Is dressy | 2 | 21 | -- |
| Has a nice appearance—unspecified | 6 | 35 | 3 |
| Keeps a nice appearance after wearing | 5 | 9 | 1 |
| Laundering characteristics | 2 | 2 | 22 |
| Is easy to wash and iron | [3] | -- | 6 |
| Can be washed | -- | -- | 12 |
| Can be laundered easily—unspecified | 2 | 3 | 10 |
| Price—is less expensive | -- | [3] | 9 |
| Habit—have always worn | 2 | 6 | 9 |
| Not ascertained | 9 | 10 | 15 |
| Number of cases | 368 | 141 | 155 |

[1] Those expressing preferences for specific mixtures were too small in number to include in this table.

[2] Percentages add to more than their subtotals and these add to more than 100 because many men mentioned more than 1 reason for fiber preference.

[3] Less than 1 percent.

TABLE 187.—*Replies to the question: "What is it that you don't care for about a robe made of wool, cotton, or rayon?"*

| Replies | Percentage of men who preferred a fiber other than wool | | Percentage of men who preferred a fiber other than rayon | | Percentage of men who preferred a fiber other than cotton | |
|---|---|---|---|---|---|---|
| | *Percent* [1] | | *Percent* [1] | | *Percent* [1] | |
| Comfort | ----- | 65 | ----- | 33 | ----- | 37 |
| Is too warm | 44 | | -- | | -- | |
| Doesn't feel good next to the skin | 24 | | 4 | | 1 | |
| Is not the right weight for year-round wear | 2 | | -- | | -- | |
| Is not warm enough | -- | | 26 | | 32 | |
| Not comfortable—unspecified | 3 | | 4 | | 4 | |
| Price—is too expensive | ----- | 6 | ----- | 4 | ----- | -- |
| Laundering characteristics | ----- | 4 | ----- | 3 | ----- | 2 |
| Is too expensive to have cleaned | 2 | | 2 | | -- | |
| Shrinks | -- | | -- | | 1 | |
| Is not satisfactory in laundering—unspecified | 2 | | 2 | | 1 | |
| Appearance | ----- | 3 | ----- | 10 | ----- | 15 |
| Is not dressy | -- | | 5 | | 4 | |
| Is cheap looking | -- | | -- | | 3 | |
| Doesn't have a nice appearance—unspecified | 3 | | 5 | | 8 | |
| Appearance after wearing | ----- | 3 | ----- | 3 | ----- | 11 |
| Wrinkles | -- | | 2 | | 4 | |
| Doesn't hold its shape | -- | | 1 | | 5 | |
| Doesn't have a nice appearance after wearing | 3 | | -- | | 2 | |
| Durability—doesn't wear well | ----- | -- | ----- | 6 | ----- | 5 |
| Miscellaneous | ----- | 1 | ----- | 1 | ----- | 1 |
| No objections to (wool, rayon, cotton) robes | ----- | 4 | ----- | 6 | ----- | 8 |
| Unfamiliar with (wool, rayon, cotton) robes | ----- | 6 | ----- | 23 | ----- | 13 |
| Not ascertained | ----- | 13 | ----- | 20 | ----- | 19 |
| Number of cases | | 518 | | 836 | | 783 |

[1] Percentages add to more than their subtotals and these add to more than 100 because many men mentioned more than 1 feature they didn't care for in a robe made of wool, rayon, cotton.

TABLE 188.—*Replies to the question: "Within the last 2 years, have you worn a robe make of wool, rayon, cotton, or a mixture?"*

| Fiber experience | Percentage of men who owned robes |
|---|---|
| | *Percent* [1] |
| All-wool robe | 51 |
| Cotton robe | 30 |
| Robe made of a fiber mixture | 22 |
| Rayon robe | 20 |
| Not ascertained | 3 |
| Number of cases | 1, 167 |

[1] Percentages add to more than 100 because some men have worn robes made of each of these fibers.

TABLE 189.—*Relation between experience with specific fibers in robes and fiber preference*

| Fiber preference | Percentage of men who within the preceding 2 years have worn a robe made of— | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Wool | | Rayon | | Cotton | | Mixture | |
| | *Percent* | | *Percent* | | *Percent* | | *Percent* | |
| Wool | | 59 | | 8 | | 11 | | 5 |
| Rayon | | 5 | | 50 | | 5 | | 3 |
| Mixture | | 5 | | 5 | | 8 | | 64 |
| Wool and cotton | 2 | | 1 | | 3 | | 30 | |
| Wool and rayon | 1 | | 1 | | 1 | | 8 | |
| Other mixtures | 2 | | 3 | | 4 | | 26 | |
| Cotton | | 3 | | 6 | | 40 | | 2 |
| Wool in winter, cotton in summer | | 8 | | 1 | | 13 | | 3 |
| One weight in winter, another in summer | | 5 | | 9 | | 3 | | 6 |
| Other fibers | | 1 | | 3 | | 3 | | 4 |
| Doesn't make any difference | | 14 | | 18 | | 17 | | 13 |
| Total | | 100 | | 100 | | 100 | | 100 |
| Number of cases | | 601 | | 238 | | 354 | | 262 |

TABLE 190.—*Relation between experience with specific fibers in robes and fiber preference*

| Fiber preference | Percentage of men who within the preceding 2 years have worn a robe made of— | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | All wool only | | Rayon only | | Cotton only | | Mixture only | | Both wool and cotton | |
| | *Percent* | | *Percent* | | *Percent* | | *Percent* | | *Percent* | |
| Wool | | 76 | | | | 3 | | 3 | | 30 |
| Mixture | | 5 | | 4 | | 9 | | 77 | | 2 |
| Wool and cotton | 2 | | | | 3 | | 37 | | (1) | |
| Wool and rayon | 1 | | 1 | | 1 | | 11 | | | |
| Other mixtures | 2 | | 3 | | 5 | | 29 | | 2 | |
| Rayon | | 2 | | 74 | | 3 | | 1 | | |
| Cotton | | 1 | | 2 | | 65 | | 2 | | 14 |
| One weight in winter, another in summer | | 2 | | 2 | | 3 | | 2 | | 1 |
| Wool in winter, cotton in summer | | 1 | | | | 1 | | | | 35 |
| Other fibers | | 1 | | 1 | | 2 | | 4 | | 3 |
| Doesn't make any difference | | 12 | | 17 | | 13 | | 10 | | 15 |
| Not ascertained | | | | | | 1 | | 1 | | |
| Total | | 100 | | 100 | | 100 | | 100 | | 100 |
| Number of cases | 367 | | 109 | | 151 | | 177 | | 105 | |

[1] Less than 1 percent.

TABLE 191.—*Replies to the question: "Do you yourself select most of your robes or does someone else select most of them for you or help you select them?"*

| Replies | Percentage of men who owned robes |
|---|---|
| | *Percent* |
| Owner selects most | 43 |
| Wife selects most | 27 |
| Someone else selects most | 14 |
| Mother selects most | 3 |
| Wife helps select most | 7 |
| Someone else helps select most | 3 |
| Mother helps select most | 1 |
| Not ascertained | 2 |
| Total | 100 |
| Number of cases | 1,167 |

TABLE 192.—*Replies to the question: "Do you have a raincoat?"*

| Replies | United States | North, urban | North, rural | South, urban | South, rural |
|---|---|---|---|---|---|
| | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* | *Per-cent* |
| Have raincoat or wear water-repellent or water-resistant coat when it rains | 60 | 61 | 58 | 68 | 58 |
| Do not have raincoat but use special coat or jacket when it rains | 9 | 7 | 9 | 8 | 14 |
| Do not have raincoat or special coat | 27 | 29 | 27 | 22 | 27 |
| Not ascertained | 4 | 3 | 6 | 2 | 1 |
| Total | 100 | 100 | 100 | 100 | 100 |
| Number of cases | 2, 203 | 1, 087 | 416 | 610 | 395 |

TABLE 193.—*Relation between education and ownership of raincoats*

| Ownership | Educational levels | | |
|---|---|---|---|
| | None or grammar school | High school | College |
| | *Percent* | *Percent* | *Percent* |
| Have raincoat or wear water-repellent or water-resistant coat when it rains | 52 | 62 | 78 |
| Do not have raincoat but use special coat or jacket when it rains | 11 | 9 | 6 |
| Do not have raincoat or special coat | 34 | 25 | 14 |
| Not ascertained | 3 | 4 | 2 |
| Total | 100 | 100 | 100 |
| Number of cases | 863 | 965 | 357 |

TABLE 194.—*Relation between income and ownership of raincoats*

| Ownership | Percentage of men in different income groups who owned raincoats | | |
|---|---|---|---|
| | Lower group | Middle group | Upper group |
| | *Percent* | *Percent* | *Percent* |
| Have raincoat or wear water-repellent or water-resistant coat when it rains | 56 | 62 | 66 |
| Do not have raincoat but use special coat or jacket when it rains | 11 | 8 | 7 |
| Do not have raincoat or special coat | 30 | 26 | 24 |
| Not ascertained | 3 | 4 | 3 |
| Total | 100 | 100 | 100 |
| Number of cases | 773 | 616 | 699 |

QUESTIONNAIRE

Bureau of Agricultural Economics
Division of Special Surveys

May 3, 1948
Budget Bureau No. 40-4837
Expiration Date 7/31/48

STUDY 143 MEN'S PREFERENCES AMONG SELECTED TEXTILE PRODUCTS

FACE SHEET

Time interview started: _____ AM PM

How many visits did you make? (Check One)

Time interview ended: _____ AM PM

One ☐ Two ☐ Three ☐

Interviewer _____ Interview No. _____ Date _____

IF URBAN INTERVIEW:

County _____ City _____ State _____ Sample Block No. _____

Address _____

OR

Description of Dwelling Unit _____

IF OPEN COUNTRY INTERVIEW:

County _____ State _____ Segment No. _____

No. of eligible respondents in household: 1 2 3 More than 3

No. of interviews taken in household: 1 2 3

MALES IN HOUSEHOLD 16 YEARS OF AGE OR OVER

| Circle No. indicating person interviewed | Relation to Head | Age |
|---|---|---|
| 1 | | |
| 2 | | |
| 3 | | |
| 4 | | |
| 5 | | |
| 6 | | |

List in the order of age, starting with the oldest, all men 16 years of age and over and identify each in terms of relationship to the head of the household.
Circle the number to the left of the person with whom this interview was taken.

Bureau of Agricultural Economics
Division of Special Surveys

May 3, 1948
Budget Bureau No. 40-4837
Expiration Date 7/31/48

STUDY 143 MEN'S PREFERENCES AMONG SELECTED TEXTILE PRODUCTS

QUESTIONNAIRE

I'm working for the U. S. Department of Agriculture. We're making a survey on men's clothing. We're interviewing men all over the country to find out how they go about choosing some of their clothes -- what preferences they have when they go to buy shirts, suits, etc. We want to talk with you about certain articles of clothing, even though we know everyone may not have all of them. We're not covering all of the articles of clothing men wear, but only certain ones.

1. First, I want to talk with you about dress or business shirts, that is, the kind of shirts men wear to business or to the office or to church. We want to make sure the men we talk to have this kind of shirt before we go on to the next questions. (Do you have a (business) (dress) shirt?)

   Has business shirt ☐ Does not have business shirt ☐--(GO TO SPORT SHIRTS, Q. 19)

2. What do you think are the most important things to look for in buying a shirt of this kind?

   (If R does not do buying, say, "Well, I'm still interested in what you think. If you went to buy a shirt of this kind .....(repeat Question)?"

   _____

3. What are some other things you think it is important to look for? _____

   _____

4. What colors do you like your dress shirts to be? _____

   _____

5. Have there been any things about some of the business (dress) shirts you have had that you didn't like?

   Yes ☐ No ☐

   IF YES TO 5

   6. What were the things that you didn't like about them? _____

      _____

   7. Were there other things you didn't like about them? _____

      _____

8. I'd like to ask you a few questions about the material (goods) business (dress) shirts are made of. In buying a business (dress) shirt, would you rather have one made of COTTON or one made of RAYON, or something else?

Cotton ☐ Something else ☐ (What kind of material would you rather have? _____)

Rayon ☐ No difference ☐--(GO TO Q. 11)

*IF HAS PREFERENCE*

9. Why would you rather have _____?

_____

*ASK FOR EACH FIBER NOT PREFERRED*

10. What is it that you don't care for about a business (dress) shirt made of:

| Non-preferred Fibers | Reason |
|---|---|
| _____ | _____ |
| _____ | _____ |

11. Within the last 2 years, have you worn a business (dress) shirt made of:

| | Yes | No | DK |
|---|---|---|---|
| Cotton? | | | |
| Rayon? | | | |
| A mixture? (What was it? _____) | | | |

12. When you buy a business (dress) shirt these days, about how much do you expect to pay for it - that is, the kind you would get? $_____

13. If you had your choice between two of these business (dress) shirts that cost the same, that is, both cost $_____, and were the same style and fit, but one was COTTON and the other RAYON, which one would you buy?

Cotton ☐ Rayon ☐ Makes no difference ☐ Neither ☐

*IF MAKES A CHOICE*

14. Would you buy the other one if it cost less? Yes ☐ No ☐

*IF YES TO 14*

15. How much less would it have to cost for you to be interested in buying it? $_____

16. About how many of these business (dress) shirts do you happen to own at the present time? _____

17. When did you get the last one? _____

18. What size shirt do you wear? _____

(If sleeve size not mentioned) Any particular sleeve size? _____

SPORT SHIRTS

19. Now I want to ask you about other kinds of shirts. Do you have what we call a summer sport shirt, that is, a shirt with a collar that is usually worn open at the neck, and that is generally worn in the summertime?

(NOTE: Polo shirts, T-shirts, jerseys, etc., are not considered sport shirts)

Yes ☐ Yes, but doesn't wear ☐ (GO TO WOOL SHIRTS, Q. 36) No ☐--(IF NO, GO TO WOOL SHIRTS, Q. 36)

IF HAS SPORT SHIRT (IF YES TO 19)

20. What do you think are the most important things to look for in buying a summer sport shirt? _____

_____

21. What are some other things you think it is important to look for? _____

_____

22. Would you rather have a summer sport shirt that is all one color or a shirt that has a print in several different colors? _____

_____

23. Have there been any things about some of the summer sport shirts you have had that you didn't like? Yes ☐ No ☐

IF YES TO 23

24. What were the things that you didn't like about them? _____

_____

25. Were there other things you didn't like about them? _____

_____

26. In buying a summer sport shirt, would you rather have one made of RAYON, WOOL, or COTTON, or a mixture?

Rayon ☐ A mixture ☐ (What mixture? _____)

Wool ☐ No difference ☐--(GO TO Q. 29)

Cotton ☐

IF HAS ANY PREFERENCE

27. Why would you rather have _____?

_____

ASK FOR EACH FIBER NOT PREFERRED

28. What is it that you don't care for about a summer sport shirt made of:

| Non-preferred Fibers | Reason |
|---|---|
| _____ | _____ |
| _____ | _____ |

29. Within the last 2 years have you worn a summer sport shirt made of:

| | Yes | No | DK |
|---|---|---|---|
| Cotton? | | | |
| Rayon? | | | |
| All-wool? | | | |
| A mixture? (What was the mixture? _____) | | | |

30. When you buy a summer sport shirt these days, about how much do you expect to pay for it, that is, the kind you would get? $_____

31. If you had your choice between two summer sport shirts that cost the same, that is, both cost $_____, were the same style and fit, but one was COTTON and the other RAYON, which one would you buy?

Cotton ☐ Rayon ☐ Makes no difference ☐ (GO TO Q. 34) Neither ☐ (GO TO Q. 34)

*IF MAKES A CHOICE*

32. Would you buy the other one if it cost less? Yes ☐ No ☐

*IF YES TO 32*

33. How much less would it have to cost for you to be interested in buying it? $_____

34. About how many summer sport shirts do you happen to own at the present time? _____

35. When did you get the last one? _____

*WOOL SHIRTS*

36. Now I'd like to ask you about something else. Have you had an all-wool or a part-wool summer or winter shirt within the last 2 years?

(Note: May have had a wool sport, dress, or work shirt. All we are interested in is whether he had a wool or part-wool shirt.)

All-wool shirt ☐ Part-wool shirt ☐ Both ☐ Neither ☐--(GO TO Q. 40)

*IF HAS HAD A WOOL (OR PART-WOOL) SHIRT*

37. If you bought a wool shirt these days, about how much would you expect to pay for it - that is, the kind you would get? $_____

38. Would you pay more for a wool shirt that had been specially treated so that it wouldn't shrink much in washing?

Yes ☐ No ☐ Depends ☐

*IF YES OR DEPENDS*

39. How much more would you be willing to pay for it? $_____

*EXTRA TROUSERS*

40. Next are extra or odd trousers. Do you have any extra trousers or slacks that are used in place of regular suit trousers? I don't mean work pants. Any extra trousers without matching coats are included here. Trousers in slack suits are also included.

Yes ☐ No ☐--(IF NO, GO TO SECTION ON SOCKS, QUESTION 62)

*IF HAS EXTRA TROUSERS*

41. Do you wear these extra trousers both in the winter and in the summer?

Both winter and summer ☐ Summer only ☐ (GO TO Q. 43) Winter only ☐ (GO TO SOCKS, Q. 62)

*IF WEARS IN BOTH WINTER AND SUMMER*

42. Do you wear different ones in the summer than in the winter?

Yes ☐--(IF YES, INCLUDE PHRASE "FOR USE IN THE SUMMER" IN FOLLOWING QUESTIONS)

No ☐--(IF NO, DO NOT INCLUDE PHRASE "FOR USE IN THE SUMMER" IN FOLLOWING QUESTIONS)

43. What do you think are the most important things to look for in buying a pair of extra trousers (for use in the summer)?

_____

44. What are some other things that you think it is important to look for?

_____

45. Have there been any things about some of the extra trousers you've had (for use in the summer) that you have not liked (disliked)?

Yes ☐ No ☐

*IF YES TO 45*

46. What things about them have you not liked (disliked)? _____

_____

47. Were there other things you didn't like about them? _____

_____

48. In buying extra trousers (to use in summer), would you rather have them made of WOOL, or COTTON, or RAYON, or a mixture?

Wool ☐ A mixture ☐ (What mixture? _____)

Cotton ☐ No difference ☐--(GO TO Q. 51)

Rayon ☐

*IF HAS ANY PREFERENCE*

49. Why would you rather have _____?

_____

*ASK FOR EACH FIBER NOT PREFERRED*

50. What is it that you don't care for about extra trousers (to use in summer) that are made of:

| Non-preferred Fibers | Reason |
|---|---|
| _____ | _____ |

51. When you buy a pair of extra trousers these days for use in the summer, about how much do you expect to pay for them? $_____

52. What kind of material (goods) do you have in mind? _____

53. If you had your choice between two pairs of extra trousers for summer, that were the same price - that is, both cost $_____, and were the same style and fit, but one was WOOL and the other RAYON, which one would you buy?

Wool ☐ Rayon ☐ No difference ☐ Neither ☐

*IF MAKES A CHOICE*

54. Would you buy the other one if it cost less? Yes ☐ No ☐

*IF YES TO 54*

55. How much less would it have to cost for you to be interested in buying it? $_____

56. Well, if you had your choice between two pairs of extra trousers for summer that cost the same - that is, both cost $_____, and were the same style and fit, but one was RAYON and the other COTTON, which one would you buy?

Rayon ☐ Cotton ☐ No difference ☐ Neither ☐

*IF MAKES A CHOICE*

57. Would you buy the other one if it cost less? Yes ☐ No ☐

*IF YES TO 57*

58. How much less would it have to cost for you to be interested in buying it? $_____

59. Within the last 2 years, have you worn a pair of extra trousers made of:

| | Yes | No | DK |
|---|---|---|---|
| Rayon? | | | |
| Cotton? | | | |
| All-wool? | | | |
| A mixture? (What was the mixture?) _____ | | | |

60. About how many pairs of extra trousers do you happen to own at the present time? _____

61. When did you get the last ones? _____

*SOCKS*

62. Now I'd like to talk with you about socks other than work socks. (If interviewing in rural areas or in low-income urban areas: "Do you have some socks other than the regular heavy work socks?")

(NOTE: We are including here all socks except regular heavy work socks.)

Yes ☐ No ☐--(IF NO, GO TO SUMMER SUITS, Q. 84)

63. Speaking of this type of sock, do you usually wear heavier socks in winter than in summer?

Yes ☐ No ☐--(IF NO, GO TO Q. 73)

64. In buying socks to use in winter, would you rather have them made of COTTON, RAYON, WOOL, or NYLON, or a mixture?

Cotton ☐ A mixture ☐ (What mixture? _____)

Rayon ☐ No difference ☐--(GO TO Q. 68)

Wool ☐

Nylon ☐

(If R chooses several fibers for several uses, write down the use which is more common, and check his preference for this use only)

*IF CHOOSES COTTON, RAYON, WOOL, OR NYLON*

65. You mean all (fiber preferred) ?

Yes ☐ No, mixture of _____

*IF HAS ANY PREFERENCE*

66. Why would you rather have _____ socks?

_____

*ASK FOR EACH FIBER NOT PREFERRED*

67. What is it that you don't care for about winter socks made of:

| Non-preferred Fibers | Reason |
|---|---|
| | |

68. Within the last 2 years, have you worn any winter socks made of:

| | Yes | No | DK |
|---|---|---|---|
| All cotton? | | | |
| All rayon? | | | |
| All nylon? | | | |
| All wool? | | | |
| Mixtures? (If YES, what mixtures?) | | | |

69. Have you worn all-wool winter socks within the last 2 years?

Yes ☐ No ☐ DK ☐

(If NO or DK, GO TO Q. 82)

*IF YES TO 69*

70. When you buy a pair of all-wool socks these days, about how much do you expect to pay for them - that is, the kind you would get? $_____

71. Would you pay more for all-wool socks that had been specially treated so that they wouldn't shrink much in washing?

Yes ☐ No ☐ Depends ☐

*IF YES OR DEPENDS TO 71*

72. How much more would you pay for them? $_____

(GO TO Q. 82)

*IF WEARS SAME KIND OF SOCKS YEAR-ROUND*

73. I'd like to ask you about the material socks are made of. In buying socks, would you rather have them made of COTTON, RAYON, WOOL, or NYLON, or a mixture?

Cotton ☐ A mixture ☐ (What is it? _____)

Rayon ☐ No difference ☐--(GO TO Q. 77)

Wool ☐

Nylon ☐

*IF CHOOSES COTTON, RAYON, WOOL OR NYLON*

74. You mean all (fiber preferred) ?

Yes ☐ No, a mixture of _____

*IF HAS PREFERENCE*

75. Why would you rather have _____ socks? _____

_____

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*ASK FOR EACH FIBER NOT PREFERRED*

76. What is it that you don't care for about socks made of:

| Non-preferred Fibers | Reason |
|---|---|
| | |

77. Within the last 2 years, have you worn socks made of:

| | Yes | No | DK |
|---|---|---|---|
| All cotton? | | | |
| All rayon? | | | |
| All nylon? | | | |
| All wool? | | | |
| Mixtures? (If YES, what mixtures?) _____ | | | |

*IF R HAS WORN ALL-WOOL SOCKS WITHIN LAST 2 YEARS (Q. 77)*

78. When you buy a pair of all-wool socks these days, about how much do you expect to pay for them? $_____

79. Would you pay more for a pair of all-wool socks that had been specially treated so that they wouldn't shrink much in washing?

Yes ☐ No ☐ Depends ☐

*IF YES OR DEPENDS TO 79*

80. How much more would you be willing to pay for it? $_____

*IF R HAS WORN RAYON SOCKS WITHIN THE LAST 2 YEARS (Q. 77)*

81. Do you like to have cotton toes and heels in your rayon socks?

Yes ☐ No ☐ No preference ☐

82. Socks usually come in two lengths--the regular length and the shorter length socks. Which do you like better?

Regular length ☐ Shorter length ☐ Regular in winter, shorter in summer ☐

No preference ☐

83. Do you like socks with elastic tops or without them?

Elastic tops ☐ Without elastic tops ☐ No preference ☐

SUMMER SUITS

84. Next I want to ask you about summer suits. Do you wear a different suit during the summer than during the rest of the year?

(Mean suit with matching coat and trousers. We don't mean slacks or slack suits.)

Yes ☐ No ☐--(GO TO UNDERWEAR, Q. 106)

IF YES TO 84 (IF HAS SUMMER SUIT)

85. What do you think are the most important things to look for in buying a summer suit?

_____

86. What are some other things you think it is important to look for?

_____

87. Have there been things that you have not liked about some of the summer suits you've had?

Yes ☐ No ☐

IF YES TO 87

88. What are the things you haven't liked about your summer suits?

_____

89. Were there other things you didn't like about them? _____

_____

90. In buying a summer suit, would you rather have one made of RAYON, WOOL, or COTTON, or a mixture?

Rayon ☐ A mixture ☐ (What is it? _____)

Wool ☐ No difference ☐--(GO TO Q. 95)

Cotton ☐

IF HAS PREFERENCE

91. What do you think are the good points about a summer suit made of (preferred fiber) ?

_____

92. Are there any bad points in having a suit made of (preferred fiber) ?

Yes ☐ No ☐ DK ☐

IF YES TO 92

93. What are the bad points? _____

_____

*ASK FOR EACH NON-PREFERRED FIBER*

94. I'd like to ask you about the other kinds of material summer suits are made of.

| Non-preferred fibers | What is it that you don't care for about a summer suit made of _____? | Are there any good points about having a summer suit made of ____? If YES: What are the good points? |
|---|---|---|
| | | |
| | | |
| | | |

95. Within the last 2 years, have you worn a summer suit made of:

| | Yes | No | DK |
|---|---|---|---|
| Wool? | | | |
| A mixture? (What mixture was it?) _____ | | | |

96. Have you worn a COTTON summer suit within the last 2 years? Yes ☐ No ☐

*IF YES TO 96*

97. When you buy a cotton summer suit these days, about how much do you expect to pay for it? $_____

98. Would you pay more for a summer suit made of cotton that was specially treated so it wouldn't wrinkle very much?

Yes ☐ No ☐ Depends ☐ (Specify: _____ _____)

*IF YES TO 98*

99. How much more would you be willing to pay for it? $_____

100. Have you worn a RAYON suit within the last 2 years? Yes ☐ No ☐

*IF YES TO 100*

101. When you buy a rayon summer suit these days, about how much do you expect to pay for it? $_____

102. Would you pay more for a summer suit made of RAYON that was specially treated so it wouldn't wrinkle very much?

Yes ☐ No ☐ Depends ☐ (Specify: _____ _____)

*IF YES TO 102*

103. How much more would you be willing to pay for it? $_____

104. About how many summer suits do you happen to own at the present time? _____

105. When did you get the last one? _____

*UNDERWEAR*

106. Now the next subject is underwear. As a rule, do you wear heavier underwear in the winter than in the summer?

Yes ☐ No ☐--(IF NO, GO TO Q. 126)

*IF YES TO 106 (IF WEARS HEAVIER UNDERWEAR IN WINTER THAN IN SUMMER)*

107. Is the kind you use in winter one-piece (union suit) or two-piece?

One-piece ☐ (Q. 109) Two-piece ☐ (Q. 117) Both ☐ (Q. 108)

*IF USES BOTH KINDS IN WINTER*

108. Which kind would you say you use more of?

One-piece ☐--(GO TO Q. 109)

Two-piece ☐--(GO TO Q. 117)

*IF USES ONE-PIECE (OR MOSTLY ONE-PIECE) UNDERWEAR IN WINTER*

109. Do you use long underwear in winter? Yes ☐ No ☐

110. In buying one-piece winter underwear, would you rather have a mixture of wool and cotton, or all cotton, or all wool?

Wool-cotton ☐ Other ☐ (What is it? _____)

Cotton ☐ No difference ☐--(GO TO Q. 113)

Wool ☐

*IF HAS PREFERENCE*

111. Why would you rather have _____ underwear? _____

_____

*ASK FOR FIBERS NOT PREFERRED*

112. What is it that you don't care for about winter underwear made of:

| Non-preferred Fibers | Reason |
|---|---|
| _____ | _____ |

113. Within the last 2 years, have you worn one-piece underwear made of:

| | Yes | No | DK |
|---|---|---|---|
| A wool and cotton mixture? | | | . |
| All cotton? | | | |
| All wool? | | | |

If NO, GO TO Q. 143
If YES, GO TO Q. 114

*IF HAS WORN ONE-PIECE UNDERWEAR MADE OF WOOL-COTTON MIXTURE*

114. When you buy one-piece underwear made of a wool-cotton mixture, about how much do you expect to pay for it these days? $_____

115. Would you pay more for a set of one-piece underwear made of a wool-cotton mixture that was specially treated so it wouldn't shrink much in washing?

Yes ☐ No ☐ Depends ☐ (Specify: _____
_____)

*IF YES TO 115*

116. How much more would you be willing to pay for it? $_____

*GO TO PAJAMAS - Q. 143*

*IF USES TWO-PIECE (OR MOSTLY TWO-PIECE) IN WINTER*

117. Do you use long underwear in winter? Yes ☐ No ☐

118. Now, talking about winter under drawers (shorts), would you rather have them made of a mixture of wool and cotton, or all cotton, or all wool?

Wool-cotton ☐ Other ☐ (What is it? _____)

Cotton ☐ No difference ☐--(GO TO Q. 121)

Wool ☐

*IF HAS PREFERENCE*

119. Why would you rather have winter under drawers (shorts) made of_____?

_____

*ASK FOR FIBERS NOT PREFERRED*

120. What is it that you don't care for about having winter drawers (shorts) made of:

Non-preferred Fibers _____ Reason _____

_____ _____

121. Within the last 2 years, have you worn winter drawers (shorts) made of:

| | Yes | No | DK |
|---|---|---|---|
| A wool-cotton mixture? | | | |
| All cotton? | | | |
| All wool? | | | |

If NO, GO TO Q. 125
If YES, GO TO Q. 122

*IF HAS WORN WINTER DRAWERS (SHORTS) MADE OF A WOOL-COTTON MIXTURE*

122. When you buy winter drawers (shorts) made of a wool-cotton mixture, about how much do you expect to pay for them these days? $_____

123. Would you pay more for a pair of drawers (shorts) made of a wool-cotton mixture that was specially treated so it wouldn't shrink much in washing?

Yes ☐ No ☐ Depends ☐ (Specify: _____

_____

*IF YES TO 123*

124. How much more would you be willing to pay for them? $_____

125. Now, talking about your winter undershirts, would you rather have them made of a mixture of wool and cotton, or all cotton, or all wool?

Wool-cotton mixture ☐ All cotton ☐ All wool ☐

*GO TO PAJAMAS, Q. 143*

*IF WEARS SAME WEIGHT UNDERWEAR YEAR-ROUND (IF NO TO 106)*

126. Is the kind you use one-piece or two-piece?

One-piece ☐ Two-piece ☐ Both ☐

(GO TO Q. 128) (GO TO Q. 133) (GO TO Q. 127)

*IF USES BOTH KINDS*

127. Which kind would you say you use more of?

One-piece ☐--(GO TO Q. 128)

Two-piece ☐--(GO TO Q. 133)

*IF USES ONE-PIECE OR MOSTLY ONE-PIECE*

128. Do you wear short or long underwear? Short ☐ Long ☐

129. In buying one-piece underwear, would you rather have a mixture of wool and cotton, or all cotton, or all rayon?

Wool-cotton ☐ Other ☐ (What is it? _____)

Cotton ☐ No difference ☐--(GO TO Q. 132)

Rayon ☐

*IF HAS PREFERENCE*

130. Why would you rather have _____ underwear? _____

_____

*ASK FOR FIBERS NOT PREFERRED*

131. What is it that you don't care for about one-piece underwear made of:

| Non-preferred Fibers | Reason |
|---|---|
| | |

132. Within the last 2 years, have you worn one-piece underwear made of:

| | Yes | No | DK |
|---|---|---|---|
| All rayon | | | |
| All cotton | | | |
| Wool-cotton mixture | | | |

*GO TO PAJAMAS, Q. 143*

*IF USES TWO-PIECE OR MOSTLY TWO-PIECE*

133. Do you wear shorts? Yes ☐ No, wears long ☐

134. Now, talking about your under shorts (drawers), would you rather have them made of a mixture of wool and cotton, or all cotton, or all rayon?

Wool-cotton ☐ Other ☐ (What is it? _____)

Cotton ☐ No difference ☐--(GO TO Q. 137)

Rayon ☐

*IF HAS PREFERENCE*

135. Why would you rather have shorts (drawers) made of _____?

_____

*ASK FOR FIBERS NOT PREFERRED*

136. What is it that you don't care for about shorts (drawers) made of:

| Non-preferred Fibers | Reason |
|---|---|
| | |

137. Within the last 2 years, have you worn shorts (drawers) made of:

| | Yes | No | DK |
|---|---|---|---|
| Wool-cotton mixture? | | | |
| All cotton? | | | |
| All rayon? | | | |

If NO, GO TO Q. 142
If YES, GO TO Q. 138

*IF HAS WORN COTTON SHORTS*

138. Are your cotton shorts (drawers) made of material that is knit - that is, material that stretches easily, or were they made of material that is woven - that is, the kind of material that sheets and shirts are made of?

Knit ☐ Woven ☐--(GO TO Q. 142) Both ☐

*IF WEARS KNIT COTTON UNDER SHORTS*

139. When you buy knit cotton shorts (drawers) these days, about how much do you expect to pay for them? $_____

140. Would you pay more for a pair of cotton knit shorts (drawers) made of material that was specially treated so they wouldn't shrink much in washing?

Yes ☐ No ☐ Depends ☐ (Specify: _____
_____)

*IF YES TO 140*

141. How much more would you be willing to pay for them?
$_____

142. Talking about your undershirts now, would you rather have them made of a wool-cotton mixture, or all cotton, or all rayon?

Wool-cotton mixture ☐ All cotton ☐ All rayon ☐ No difference ☐

*PAJAMAS*

143. Now there are just a few more kinds of clothing I need to ask you a few questions about. The first is pajamas. Do you use pajamas as a sleeping garment?

Yes ☐ No ☐--(IF NO, GO TO ROBES, Q. 149)

*IF USES PAJAMAS*

144. Would you rather have your pajamas made of COTTON, or RAYON?

Cotton ☐ Rayon ☐ No difference ☐--(GO TO Q. 147)

*IF HAS PREFERENCE*

145. Why would you rather have pajamas made of _____? _____

_____

*ASK FOR FIBER NOT PREFERRED*

146. What is it that you don't care for about pajamas made of _____?

_____

147. Within the last 2 years, have you worn pajamas made of:

| | Yes | No | DK |
|---|---|---|---|
| Cotton? | | | |
| Rayon? | | | |

148. About how many pairs of pajamas would you say you have now? _____

*ROBES*

149. Now robes. Do you have a robe, like a bathrobe, or a lounging robe? (Do not include jackets as robes.)

Yes ☐ No ☐--(IF NO, GO TO RAINCOATS, Q. 156)

*IF YES TO 149*

150. Would you rather have a robe made of WOOL, or RAYON, or COTTON, or a mixture?

Wool ☐ Mixture ☐ (What is it? _____)

Rayon ☐ No difference ☐--(GO TO Q. 153)

Cotton ☐

*IF HAS PREFERENCE*

151. Why would you rather have a robe made of _____? _____

_____

*ASK FOR FIBERS NOT PREFERRED*

152. What is it that you don't care for about a robe made of:

Non-preferred Fibers _____ Reason _____

_____ _____

153. Within the last 2 years, have you worn a robe made of:

| | Yes | No | DK |
|---|---|---|---|
| Wool? | | | |
| Cotton? | | | |
| Rayon? | | | |
| A mixture? (What was the mixture?) _____ | | | |

154. Do you have more than one robe at the present time? Yes ☐ No ☐

*IF YES TO 154*

155. How many do you have at present? _____

*RAINCOATS*

156. Do you have a raincoat? Yes ☐--(GO TO Q. 159) No ☐

*IF NO TO 156*

157. Do you wear a special coat of any kind when it rains?

Yes ☐ No ☐

*IF YES TO 157*

158. What kind of coat is it? _____

_____

159. We are interested in finding out whether men select their clothing for themselves, or whether someone else selects some of their clothing for them. I'd like to go over the different items of clothing we have talked about and find out whether someone else selects some of them for you, or helps you select them.

What about (business shirts)? Do you yourself select most of your (business shirts) or does someone else select most of them for you or help you select them?

*ASK ABOUT EACH ITEM WHICH RESPONDENT OWNS*

| | R himself selects most | Someone else selects most (Who selects most of them for you?) | Someone else helps select most (Who helps you select most of them?) | R does not own |
|---|---|---|---|---|
| Business (dress) shirts | | | | |
| Summer sport shirts | | | | |
| Extra trousers | | | | |
| Socks | | | | |
| Summer suits | | | | |
| Underwear | | | | |
| Pajamas | | | | |
| Robes | | | | |

*ASK OF ALL WHO OWN SUMMER SPORT SHIRTS, EXTRA TROUSERS, OR UNDERWEAR*

160. When you buy (summer sport shirts) do you generally look for labels or tags in them telling whether they are made of wool, cotton, or rayon?

| | Generally looks | Generally does not look | R does not own |
|---|---|---|---|
| Summer sport shirts | | | |
| Extra trousers | | | |
| Underwear | | | |

*USE FOLLOWING CHECK-LIST WITH OWNERS OF BUSINESS SHIRTS, EXTRA TROUSERS, SUMMER SPORT SHIRTS, AND SUMMER SUITS*

161. Now I'd like to go over with you a list of things about some of the articles of clothing we have talked about. Consider that you are buying a (business shirt), at the price you usually pay. Please look over this list and pick out the 3 things that are most important to you when you buy a (business shirt), even though you may feel that they are all important. Just choose the 3 that are most important to you. I'll read them all.

(Hand list to R, and read each item, including the number.)

FORM C

| Business or Dress Shirts | |
|---|---|
| 1. Fits well - has sleeves of the right length for your arm, is the right size | |
| 2. Is a certain name or brand of shirt - made by a particular company | |
| 3. Is made of material that wears well, and will stand up well | |
| 4. Has the shape of collar you want - the style of collar you like | |
| 5. Stands washing well, looks nice after being washed, won't fade in washing, won't shrink much | |
| 6. Is well-made, with buttons sewed on well, good seams, etc. | |

| Summer Sport Shirts | |
|---|---|
| 1. Is made of material that wears well, and will stand up well | |
| 2. Stands washing well, looks nice after being washed, won't fade in washing, won't shrink much | |
| 3. Is well-made, with buttons sewed on well, good seams, etc. | |
| 4. Is made in the style you like - has short sleeves if you want them, or long sleeves if you want them - has the kind of pockets you want, and the style of collar you like, etc. | |
| 5. Is cool, comfortable to wear in the summer | |
| 6. Fits well - is the right size | |

FORM C

| Extra Trousers for Use in Summer | |
|---|---|
| 1. Can be washed and look nice after washing | |
| 2. Will hold a good crease | |
| 3. Are well-made, with buttons sewed on well, have good strong seams, etc. | |
| 4. Won't wrinkle badly | |
| 5. Will give you good service, will stand lots of wear | |
| 6. Are the right size for you, fit you well | |
| 7. Are cool, comfortable to wear in hot weather | |
| 8. Are the style you want - with pleats if you want them, without pleats if you don't want them, have the width of trouser leg that you like, etc. | |

| Summer Suits | |
|---|---|
| 1. Can be washed and looks nice after washing | |
| 2. Won't wrinkle badly | |
| 3. Will hold a good crease | |
| 4. Is well-made and nicely tailored | |
| 5. Is the right size for you, fits you well | |
| 6. Is cool, comfortable to wear in hot weather | |
| 7. Will give you good service, will stand lots of wear | |

INFORMATION ABOUT THE RESPONDENT

A. Marital Status: /Married/ /Single/ /Other/

B. Race: /White/ /Negro/ /Other/

C. Education: /None or some grammar school/ /Finished grammar school/ /Some high school/ /Finished high school/ /Some college/ /Finished college/

D. Are You Employed? /Yes, Part-time/ /Yes, Full-time/ /No, not employed/ /Dependent/

E. IF YES or DEPENDENT (Note: If Respondent is dependent, indicate occupation of head of the household)

What is your (his) occupation, that is, what kind of work do you (does he) do?

_____

URBAN AND NONFARM RESPONDENTS

F. Would you please look at this card and tell me which group your (family's) weekly income falls in - that is, your (family's) weekly income after deductions for taxes, social security, etc.?

/Under $20/ /$20 - $36/ /$37 - $45/ /$46 - $54/ /$55 - $65/ /$66 - $80/ /$81 and over/

G. Were you employed all year? Yes /__/ No /__/ (IF NO) How many weeks were you employed? _____

H. Last year did you (your family) have any other income like pensions, allotments, roomers, board money from other members of the family, rent, bonuses, etc.? (IF YES) How much did that come to for last year? $_____

FARM RESPONDENTS

I. What is the size of the farm you (your family) operate? _____ acres.

J. What is your chief source of income from the farm (your family's farm)? _____

K. How much money did you (your family) take in last year, 1947, from the sale of your farm products? $_____

L. About what did it cost you to operate your (your family's) farm last year? Operating expenses include such things as fertilizer, feed, tractor fuel, hired labor and repairs. Do not include purchases of new machinery or building improvements. $_____

M. Did you (your family) have any other income besides what you (they) received from selling you (their) farm products. (IF YES) How much did that come to for last year? $_____

N. Do you (does your family) raise most of the food you use on the farm or do you (your family) buy more than you (they) raise?

/Raises most of the food on the farm/ /Buys more than raises on the farm/

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